

FROM THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

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WILLIAM R. McANDREW ELECTED TO BOARD OF DIRECTORS  
OF THE NATIONAL BROADCASTING COMPANY

FOR RELEASE MONDAY A.M., DEC. 4

William R. McAndrew, Executive Vice President, NBC News, has been elected to the Board of Directors of the National Broadcasting Company, it was announced today by Robert W. Sarnoff, Chairman of the Board of NBC.

As Executive Vice President, Mr. McAndrew has been largely responsible for NBC News' position as the unquestioned leader in broadcast journalism. He has headed NBC News since 1954, was elected Vice President in 1958 and Executive Vice President in January, 1961. A former United Press correspondent in Washington, and a graduate of Catholic University, he joined NBC in 1936, covering news in the nation's capital. In 1940 he left NBC to serve as executive news director of Broadcasting Magazine. Two years later he became head of the information program for the Board of Economic Warfare. Later in 1942 he went to the American Broadcasting Company as an editor for the late news broadcaster, Earl Godwin.

In 1944, Mr. McAndrew rejoined NBC as head of the network's news operation in Washington. Five years later, he became Station Manager for the NBC-owned stations in Washington, WRC-TV and WRC. In 1952 he was assigned to New York as Manager of News and Special Events for the NBC-TV and NBC Radio Networks, and in 1954 he was named Director of NBC News.

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ELLIS O. MOORE, ALEXANDER S. RYLANDER AND GRANT A. TINKER  
ARE ELECTED AS NBC VICE PRESIDENTS

FOR RELEASE MONDAY A.M., DEC. 4

The election of Ellis O. Moore, Alexander S. Rylander and Grant A. Tinker as Vice Presidents of the National Broadcasting Company was announced today by Robert W. Sarnoff, Chairman of the Board.

Mr. Moore now becomes Vice President, Press and Publicity; Mr. Rylander, Vice President, Promotional Services, and Mr. Tinker, Vice President, General Program Executive.


Mr. Moore is in charge of NBC's national press and publicity operation. Mr. Rylander heads up a number of national promotional services as well as the guest relations and merchandising departments. Mr. Tinker rejoined NBC recently as a General Program Executive for the NBC Television Network.

Mr. Moore joined the NBC Press Department as a staff writer in October, 1952. He was named Manager, business publicity, in 1953; Director of the New York Press Department in 1954, and Director, Press and Publicity in December, 1959. Before joining NBC, he was a newspaper reporter on the Pine Bluff, Ark., Commercial, and The Commercial Appeal, Memphis, Tenn., where he won a National Headliners Award for the best series of newspaper feature stories in 1949.

Born in New York City, he attended Washington and Lee University before World War II service with the 96th Infantry Division in the Philippines and on Okinawa. He and his wife, the former Peggy Ann Sorrells, live in Pelham Manor, N. Y., with their five children: Ellis Jr., Jane, Kathy, John and Michael.

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Mr. Rylander was appointed to the newly created post of Director of Promotional Services for NBC in December, 1959. This marked the first time in the industry that a position of this type had been created to handle specialized functions.

In recent years, he created the "over-the-crawl" stay-tuned method of promoting network shows, an industry first which has now been adopted by all networks as standard practice.

Mr. Rylander was brought to NBC in 1955 to head the Exploitation Department. Previously he had been at Columbia Pictures, where he won numerous awards for outstanding national promotion events. He has spent more than 25 years in the publicity and allied fields. At Columbia Pictures he served as supervisor of columns and special publicity, director of special events, and manager of exploitation.

He and his wife Lillian live with their daughter Joan in New York City.

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Mr. Tinker rejoined NBC last Nov. 2 as General Program Executive in the Television Network. He came to the company from Benton & Bowles Inc., where he was Vice President and Director of Programming since October, 1959. Earlier, he was with McCann-Erickson Inc. for five years as Director of Program Development, and before that served as Operations Manager of the NBC Radio Network for three and a half years.

He was born in Stamford, Conn., and was graduated from Dartmouth College. Mr. and Mrs. Tinker, the former Ruth Byerly, and their four children, Mark, Michael, Jodie and John, live in Darien, Conn.

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## NBC TELEVISION NETWORK NEWS

PATTERN OF KHRUSHCHEV'S MOVES TO EXPLOIT BERLIN CRISIS

WILL BE EXAMINED ON "NBC WHITE PAPER NO. 8";

CHET HUNTLEY TO NARRATE TV PROGRAM

FOR RELEASE MONDAY A.M., DEC. 4

A step-by-step examination of the pattern of moves made by Soviet Premier Khrushchev to exploit the Berlin crisis will be presented as "NBC White Paper No. 8" Tuesday, Dec. 26 on the NBC-TV Network (10-11 p.m. EST).

This special program, "Khrushchev and Berlin," will be the first of several broadcasts exploring the Communist blueprint for conquest, which will be shown periodically on the multi-award-winning "NBC White Paper" series, according to executive producer Irving Gitlin.

The case history of the Berlin situation from June to December, 1961, will attempt to put into perspective the technique and tactics of Khrushchev's nuclear diplomacy, and will show how the United States, the Western European countries and the neutral nations responded to the pressures he brought to bear.

Chet Huntley will narrate the program, which Fred Freed will write and produce.

"Khrushchev and Berlin" will interrelate the Soviet premier's actions to show how they fit the Communist pattern of crisis diplomacy. In summing up, Huntley will note that survival of the United States in the years ahead may well depend upon understanding this pattern.

Developments during the six-month crisis will be shown through films taken expressly for the program in Berlin, Washington, London,

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Paris, Rome and Bonn, and through news film from Germany, Russia and the United States.

The various moves and countermoves will be explained and interpreted by experts, including Richard Lowenthal, professor of international relations at the Free University in West Berlin; NBC News correspondents and other American newsmen in key places. The NBC News correspondents are Ray Scherer, White House correspondent; Joseph C. Harsch, senior European correspondent; John Rich, in Paris; Irving R. Levine, in Rome, and Piers Anderton, in Bonn.

The other newsmen are Cyrus Sulzberger, New York Times columnist; E. W. Kenworthy, New York Times' State Department correspondent; Sydney Gruson, New York Times' Bonn correspondent, and Gaston Coblentz, New York Herald Tribune's Bonn correspondent.

The program has been in preparation for several months, with Freed's staff keeping a detailed record of every development in the Berlin crisis. Freed recently completed an extensive trip to Washington and European capitals during which he discussed the situation with the foreign ministries of the governments involved.

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NBC-New York, 12/1/61



## NBC TELEVISION NETWORK NEWS

CASTING ANNOUNCED FOR 'OUR FIVE DAUGHTERS,' NBC-TV DAYTIME DRAMA SERIES  
Esther Ralston and Michael Keen Have Roles of Parents of Girls in Title  
(Portrayed by Jacqueline Courtney, Iris Joyce, Nuella Dierking,  
Patricia Allison, Wynne Miller); Robert W. Stewart Enacts Uncle

FOR RELEASE MONDAY A.M., DEC. 4

Esther Ralston, veteran actress of the silent screen, will head the cast of the new NBC-TV daytime serial, "Our Five Daughters," in the role of Helen Lee, it was announced by producer Eugene Burr. Michael Keen will appear as Jim Lee the father, and Robert W. Stewart as Uncle Charlie.

The five daughters of the title will be portrayed by Jacqueline Courtney (Anne), Iris Joyce (Marjorie), Nuella Dierking (Jane), Patricia Allison (Barbara) and Wynne Miller (Mary). Ben Hayes has the role of Don Weldon, Mary's husband.

The program will start Tuesday, Jan. 2 (3:30-4 p.m. EST) and will be presented Mondays through Fridays in NBC-TV's revised lineup of afternoon programs.

Miss Ralston is remembered as Mrs. Darling in the silent film hit "Peter Pan." Another James Barrie classic in which she appeared in the silent screen era was "A Kiss for Cinderella." She also performed in a number of talking films and has been seen in several prominent TV series including the Milton Berle program; "Memory Lane," "Kraft Theatre," "The Verdict Is Yours," and others. She had decided not to continue acting unless a role of special appeal came along. The part of Helen Lee helped her make the decision to resume her career.

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Michael Keen performed with Mae West in "Diamond Lil," both on Broadway and on tour. On TV he has been seen on "Wagon Train," "Barbara Stanwyck Theatre," "Danny Thomas Show" and "True Story," among others. His Broadway credits include "Five Finger Glove" and "Georgia Boy."

Wynne Miller, niece of the late Glenn Miller, played the ingenue lead in the Broadway musical "Tenderloin" as well as leading roles in "Li'l Abner" and "Thurber Carnival" among others. On TV she served as a "Girl of the Week" on the "Today" show. Nuella Dierking appears in the film "Downfall" soon to be released and her TV credits include "Studio One," "Armstrong Circle Theatre," "Wagon Train," "Playhouse 90" and "Wide Wide World."

Patricia Allison also appears in the film "Downfall" and, on stage she toured in "Arms and the Man," "Woman at the Tomb" and "Charade." Jacqueline Courtney, who likes to be called Jacquie, still attends high school. She has been seen on TV in "Edge of Night," "Secret Storm," "Love of Life" and "Armstrong Circle Theatre." Iris Joyce has appeared in many TV series including "Kraft Theatre," "I Remember Mama," and "U. S. Steel," "Goodyear" and "Hallmark Hall of Fame" dramas.

Ben Hayes played the title role in "Richard II" last Summer for New York City's Shakespeare Festival. He has been seen off-Broadway in "Children of Darkness" and on TV in "Armstrong Circle Theatre." Robert W. Stewart understudied Ralph Bellamy in "Tomorrow the World" and frequently played the role. His long TV list of credits includes "Hallmark Hall of Fame," "The Verdict Is Yours," "From These Roots," "American Heritage" and "Armstrong Circle Theatre."

"Our Five Daughters" is based on an idea by Robert F. Aaron, and will be directed by Paul Lammers. Sidney Ellis is scriptwriter.

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December 1, 1961

NETWORK INITIATIVE LED TO VAST COVERAGE  
OF SPORTS EVENTS ON NBC RADIO AND TV

On the sunny afternoon of May 17, 1939, National Broadcasting Company technicians mounted an iconoscope camera on a 12-foot-high wooden platform behind third base at Baker Field in New York City, adjusted pick-up microphones on the sidelines and proceeded to chalk up a television first that stands out as a significant highlight in NBC's 35-year history.

The occasion, a college baseball game between Columbia and Princeton, marked the first TV presentation of a sports event in the United States. Carried live over NBC's experimental station W2XBS, the televised contest, seen by an estimated 5,000 New York area viewers, had far-reaching significance on modern sports history.

The swift growth of sports events as major television attractions was the direct result of this pioneer job and other TV sports firsts recorded by NBC in the months that followed. These included the first boxing bout (June, 1939), first tennis match (August), first major league baseball game (August), first football game (September), first professional football game (October), first basketball game (February, 1940).

From those modest beginnings in 1939, sports events have played an ever increasing role in the programming schedule of the NBC

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Television Network. During the 1961-62 season, NBC-TV has scheduled more than 340 hours of sports and, according to NBC Sports Director Tom S. Gallery, additional events are still being arranged.

Some of the same sports televised on an experimental basis 22 years ago are still being scheduled -- now at the championship level -- and seen by many millions of viewers. Mr. Gallery capsules the NBC attitude towards sports coverage in this way:

"We try to get the top events in many sports -- baseball, football, basketball, golf, tennis and others -- because we feel it rounds out the complete sports picture for fans throughout the United States."

The nation's Number One sports attraction -- the World Series -- has been covered by NBC-TV for 15 consecutive years dating back to 1947. NBC has exclusive TV-radio rights for the annual classic and for the All-Star Game for another five years, 1962 through 1966.

The largest viewing audience for any TV sportscast was for a World Series game -- on Sunday, Oct. 4, 1959, when more than 58 million people were estimated to have seen the Los Angeles Dodgers defeat the Chicago White Sox.

Football's counterpart to baseball's World Series -- the National Football League Championship Game -- has been covered by NBC for the past six years, and will be televised again on Sunday, Dec. 31.

This will be one of eight post-season gridiron games on the NBC-TV schedule. Others are the two favorite New Year's Day bowl classics, the Rose Bowl and Sugar Bowl games, and the Liberty Bowl, Blue-Gray, East-West Shrine, Senior Bowl and Pro Bowl contests during December and January.

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NBC has had exclusive television rights to the Rose Bowl classic since the first coast-to-coast bowl gridcast on Jan. 1, 1952. That game was seen by an estimated 13 million viewers while last January's TV broadcast was seen by almost four times as many, about 50 million people.

Other championship events on the NBC-TV schedule include the National Singles Tennis Championships next September (11th straight year), National Open Golf Championship in June (ninth straight year), basketball's National Invitation Tournament title game in March and National Basketball Association championship playoffs in April.

In addition to television leadership through the years, NBC also has been a trail-blazer in radio sports coverage. Five days after the first NEC Radio Network broadcast in November of 1926, the first sports event was broadcast -- the Yale-Harvard football game at New Haven, Conn.

The first transcontinental radio broadcast originating from the West Coast was Graham McNamee's description of the Rose Bowl Game between Stanford and Alabama on New Year's Day, 1927.

NBC's broadcast of the second Tunney-Dempsey title bout at Soldiers Field, Chicago, Sept. 22, 1927, was heard over 69 radio stations. NBC was the first network to broadcast the Kentucky Derby in 1929, with Clem McCarthy calling the race. NBC broadcast the World Series for many years during the 1920s and 1930s, carried the Army-Notre Dame football games from the early years of the network to 1947, had announcers packing portable transmitters broadcasting the National Open Golf Championship in Toledo in 1931 and covered the Olympic Games at Los Angeles in 1932 and at Berlin in 1936.

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NBC Radio has continued to cover big sports events down to the present, with such events during the current season on the World Series, NFL title game, Rose Bowl Game and other post-season grid classics, the National Open and PGA golf tournaments, National Singles Tennis tourney, the World's Invitational Match-Game Bowling Championships coming up in November, the five indoor track meets at Madison Square Garden, New York, during the Winter, and big horse races throughout the year.

Along with top-notch sports events, NBC Radio and NBC Television have brought outstanding sportscasters to the nation, among them: McNamee, McCarthy, Major J. Andrew White, Grantland Rice, George Hicks, Phillips Carlin, Ford Bond, Don Wilson, Bill Slater, Bill Munday, Bob Stanton, Bill Stern, Sam Taub, Jimmy Powers, Don Dunphy, Lindsey Nelson and Mel Allen.

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NBC-New York, 12/1/61





December 1, 1961

MUSIC ON NBC

When the 1961-62 season of the NBC Opera Company opens on Christmas Eve with the annual presentation of Gian Carlo Menotti's now classic "Amahl and the Night Visitors," it will not be a chance piece of good programming. There is a long history behind it, as long in fact as the National Broadcasting Company itself.

Today, as NBC is observing its 35th anniversary, opera on NBC is well known, well received and even taken for granted. NBC is the only network regularly offering grand opera on television. This situation is also by no means new. NBC alone among the networks maintained a first class symphony orchestra of its own for radio broadcast. This tradition of good music on NBC goes right back to the very first network broadcast in 1926, when a symphony orchestra and noted soloists appeared in the inaugural program.

The current opera season will be the 13th consecutive season of the NBC Opera Company formed especially to present opera in English on television. The success of the venture is attested to by numerous awards received over the years, and almost universal critical acclaim for the 60 presentations by this venturesome group. Not only has the NBC Opera Company given production to the great operas of the standard repertoire, but it also has commissioned new works, among them "Amahl," "Griffelkin," "The Marriage," "La Grande Breteche" and "Maria Golovin." American premieres of works by established composers, such as Prokofiev

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("War and Peace") and Britten ("Billy Budd"), have been highlights of the schedule. A number of distinguished singers have come up the ranks through the NBC Opera Company to world renown including such luminaries as Leontyne Price, Elaine Malbin, and Phyllis Curtin, to name only a few.

Few music lovers will ever forget the incomparable concerts of the NBC Symphony Orchestra, especially formed in 1937 for Arturo Toscanini. The world of art is fortunate that many of these memorable performances, including complete operas, have been preserved on RCA Victor records. Notable guest conductors and guest soloists also appeared in the 17-year history of this great orchestra, which was sustained by NBC until Toscanini's retirement in 1954.

One of the great radio commercial programs in music "The Telephone Hour" has been successfully transferred to television as the "Bell Telephone Hour." This program offers music from many sources -- jazz, opera, ballet, folk, popular shows and the concert repertoire. And in all categories, the artists chosen to perform are among the finest in their fields.

Television has afforded millions of viewers wonderful hours of ballet performances. Not only do leading programs like the "Bell Telephone Hour," the "Dinah Shore Show" and "Perry Como Presents the Kraft Music Hall" offer top classical dancers, but special programs of ballet have further enriched the schedule in the dozen years of network TV. Complete performances of such masterpieces as "The Sleeping Beauty" and "Cinderella" by the Royal Ballet of Britain, and the American Ballet Theatre in "Giselle" and "Pas de Quatre" are among the many such programs that are part of broadcasting's history of music and dance.

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For many years, starting in 1931 the NBC Radio Network broadcast the Saturday afternoon opera performances of the Metropolitan Opera. Fine programs like "The Magic Key," "The Voice of Firestone," "Band of America," "Serenade to America" are but a few of the dozens of series that made radio the major source of music for people throughout the country.

It would take a virtual "Who's Who" of important musical organizations of the world to detail the orchestras, ensembles and opera companies that have been heard (and/or seen) through the facilities of NBC. Broadcasts of the Bayreuth Festival, the Salzburg Festival, concerts from Russia, and such great European orchestras as the Vienna Philharmonic, the Berlin Philharmonic, the London Philharmonic, the Concertgebouw of Amsterdam, and the Prague Philharmonic, are but a sampling of the music organizations heard over NBC Radio by shortwave relay.

Education in music also has been prominent on NBC with the pioneering series of children's concerts directed by Walter Damrosch heading the list. There also were notable series on the music, history on Latin American music and Canadian music by the NBC Public Affairs Department.

All of the leading American symphony orchestras have been on NBC. A special radio series called "Orchestras of the Nation" highlighted the nation's orchestras for several years.

Fine music is now a commonplace in the homes of America, a cultural achievement that NBC has constantly strived to advance.

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NBC-New York, 12/1/61







# MONITOR

THE NBC WEEK-END RADIO SERVICE

December 1, 1961

HIGHLIGHTS FOR NBC RADIO'S "MONITOR '61"

Sunday, Dec. 3 (All Times EST)

Following are highlights to be broadcast as parts of half-hour segments in the 7-10 p.m. period. Frank McGee is host.

- 7-7:30 p.m. -- Interview with a schoolteacher who was released from active duty with the 32nd Infantry Division, after his pupils protested and President Kennedy intervened. Samples of propaganda broadcasts by "Moscow Molly," the Cold War counterpart of Tokyo Rose, to American troops in Berlin.
- 7:30-8 p.m. -- Author William L. Shirer discusses United States preparedness and the current Berlin situation.
- 8-8:30 p.m. -- "Ring Around the World" - Moscow, with Frank Bourgholtzer. Leon Pearson, NBC Critic at Large, discusses current trends in the entertainment field.
- 8:30-9 p.m. -- Commemorative feature on the 20th anniversary of the attack on Pearl Harbor.
- 9-9:30 p.m. -- Rep. Alvin E. O'Konski (R.-Wis.) comments on the manner in which the Army has received the federalized 32nd Infantry Division, recently called up from the National Guard. A spokesman for the Army's Inspector General's office in Washington, D. C., replies to Rep. O'Konski. Merrill Mueller interviews Sen. Barry Goldwater (R.-Ariz.). Interview with Gov. Wesley Powell of New Hampshire.

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December 4, 1961

ANDREW JERGENS CO. BUYS SPONSORSHIP IN 9 NBC-TV SHOWS

The Andrew Jergens Company has purchased sponsorship in nine programs on the NBC Television Network, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The order, effective this month, includes participation in six daytime and three nighttime programs.

The nighttime programs scheduled are "Laramie" (color series), "Robert Taylor's Detectives" and "International Showtime."

The daytime contract, which represents a renewal and additional purchase, includes sponsorship of the following programs: "Loretta Young Theatre," "Concentration," "Young Dr. Malone," "The Price Is Right" (color series), "Make Room for Daddy" and "The Jan Murray Show" (color series).

The order was placed through Cunningham and Walsh Inc.

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NBC-TV NETWORK PROGRAM

"CHET HUNTLEY REPORTING" PROGRAM DEC. 10 TO SHOW PRESENTATION  
OF MUTUAL OF OMAHA'S CRISS AWARD TO AN OUTSTANDING AMERICAN

Presentation of Mutual of Omaha's Criss Award to an outstanding American will be seen in a special program on "Chet Huntley Reporting for Mutual of Omaha" Sunday, Dec. 10 (NBC-TV Network 5:30 p.m. EST).

The award, a gold medal and \$10,000, has been presented periodically during the past 10 years to outstanding contributors in the field of health and/or safety.

Previous winners have been Dr. Philip S. Hench and Dr. Edward C. Kendall in 1950, for developing cortisone; Dr. Howard A. Rusk in 1953, for his rehabilitation work with the physically handicapped; W. Earl Hall, editor of the Mason City (Iowa) Globe-Gazette, in 1954, for his work in safety education; Dr. Jonas Salk in 1955, for his work in developing the polio vaccine, and the late Dr. Tom Dooley in 1959 for his medical work.

The award will actually be given Thursday night (Dec. 7) at a banquet in Washington by Dr. Charles Mayo of the Mayo Clinic who is also chairman of the board of judges who selected this year's recipient.

The affair will be filmed for broadcast Sunday.

V. J. Skutt, President of Mutual of Omaha, will also appear on the program to explain the purpose and history of the Criss Award. The award is named for Dr. C. C. Criss, founder of Mutual of Omaha. The award presentation will be narrated by Chet Huntley.

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'MY SABER IS BENT' IS TITLE OF NEW JACK PAAR BOOK

But There's More Word Play than Sword Play in Anecdotal Volume

Jack Paar's second book, "My Saber Is Bent," a Trident Press book, will be published Dec. 12. Written by the star of "The Jack Paar Show" (NBC-TV Network color broadcasts, Mondays through Fridays, 11:15 p.m.-1 a.m. EST), with John Reddy, the book gives "inside stories" on many of Paar's feuds and foibles. Titles of chapters include "Instant Incident in Berlin," "Had Argument, Will Travel," "The Press Mess" and "My War with Hawaii."

Anecdotes about some of the colorful people who have appeared on "The Jack Paar Show" (described on the book jacket as "an hour and three quarters of interruptions with time out to remove the wounded") are told with typical Paar verve, subjects including Zsa Zsa Gabor, Hermione Gingold and Genevieve.

Paar also speaks with great affection of Jack Benny, Buddy Hackett, Selma Diamond, Robert Morley and many other guests who have appeared on the late-night program.

NBC-New York, 12/4/61







## CURTAIN CALLS AT NBC

Distinguished Stars, Playwrights and Productions

Marked 35 Years of NBC Dramatic Broadcasts

Twenty-three years ago, on June 7, 1938, NBC rang up the curtain on the first of many television firsts -- an experimental broadcast of scenes from a Broadway hit, "Susan and God," starring Gertrude Lawrence.

A glance at dramatic presentations over NBC's 35 years, on both radio and television, evokes feelings of nostalgia and pride.

In three-and-a-half decades of broadcasting, NBC has brought the American radio audience almost every major figure of the legitimate theatre. Broadway entered the American home with ease and intimacy. Some of the famous theatrical figures who appeared on NBC Radio were Maude Adams, Helen Hayes, the Barrymores, Bert Lytell, Basil Rathbone, Henry Hull, Tallulah Bankhead, Frank Craven, Louis Calhern, Raymond Massey, Walter Huston, Howard Lindsay, Helen Menken, Judith Evelyn and Josephine Hull.

Among NBC Radio's finest dramatic broadcasts was the 1937 series starring John Barrymore in "streamlined Shakespeare" -- 45-minute versions of "Hamlet," "Richard III," "Macbeth," "The Tempest," "Twelfth Night" and "The Taming of the Shrew."

Because it could provide day-by-day continuity so easily, radio developed a new form of drama, the daytime serial, and some -- such as "Pepper Young's Family" -- ran for years.

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## 2 - Drama

The drama, which played so important a role in radio, became a major program heading in television, too.

Less than two years after the "Susan and God" broadcast, NBC-TV presented the first video production of an entire Broadway play: "When We Are Married" was a 90-minute production on March 30, 1940.

During the early 1940s, NBC presented such dramas as Edith Wharton's "Ethan Frome" and William Saroyan's "My Heart's in the Highlands."

The 1947-48 television season saw a major collaboration of television and the theatre arts when the Theatre Guild and the American National Theatre and Academy (ANTA) presented a series of outstanding dramas.

The 1948-49 season heralded the start of many new anthology series, both live and on film. "Chevrolet on Broadway," "Fireside Theater," and "Your Showtime" were among the new program series.

"Philco Television Playhouse," one of the most significant TV dramatic series, made its debut on Oct. 3, 1948. "Philco" nurtured such playwrights as Paddy Chayefsky, Robert Alan Aurthur, Sumner Locke Elliott, David Shaw, Samuel Taylor, William Kendall Clarke and N. Richard Nash; such directors as Delbert Mann, Vincent J. Donehue, Arthur Penn and Albert McCleery; and many performers due to achieve stardom. Fred Coe, who this season produces NBC-TV's "Theatre 62," produced "Philco" for several seasons.

"Kraft Television Theatre," a program that held an outstanding place in video drama over the years, made its debut on NBC-TV May 7, 1947.

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Each season witnessed the start of new drama ventures on NBC-TV. In 1950, there were "Robert Montgomery Presents," "Armstrong Circle Theatre," and "Cameo Theatre"; in 1951, "The Somerset Maugham Theatre"; and in 1952, "Cavalcade of America," a series of historical dramas.

Hallmark Cards Inc., for many years a sponsor of radio fare, entered the NBC television picture in the early 1950s. In December, 1951, Hallmark sponsored the world premiere of Gian-Carlo Menotti's widely acclaimed "Amahl and the Night Visitors," produced by the NBC Opera Company. Since January of 1952 "Hallmark Hall of Fame" has presented outstanding dramatic programs, notably "Little Moon of Alban" (1958), an original drama by James Costigan that was the first show to sweep four major Sylvania Awards; "Hamlet" (1953), one of the first two-hour dramas on network TV; and last season's "Macbeth," which won five Emmy Awards, and was repeated this season.

By 1951, Studio 8H -- Radio City's largest -- was rebuilt for video drama.

On Oct. 31, 1956, "NBC Matinee Theater" became the first full-hour daily dramatic series in color -- one of the most ambitious projects ever undertaken by an entertainment medium.

The 1954 TV season saw the advent of "Lux Video Theatre" and "Producer's Showcase."

The 1956 season was another big year for television drama. Katharine Cornell made her TV debut in "The Barretts of Wimpole Street." Mary Martin starred in "Born Yesterday," and Fredric March in Sinclair Lewis's "Dodsworth." Maurice Evans appeared in "The Taming of the Shrew" and "Man and Superman" on "Hallmark."

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In 1957, the "Hallmark" colorcast of Marc Connelly's "Green Pastures" and the "Omnibus" presentation of "The Life of Samuel Johnson" were hailed as top candidates for 'best drama of the year' awards. There were dramatic specials of unusual cultural interest: the Old Vic Company's first appearance on American TV, in "Romeo and Juliet"; and Shakespeare's "Twelfth Night" on "Hallmark." TV viewers saw such Broadway hits as "The Great Sebastians," in which Alfred Lunt and Lynn Fontanne made their TV debut; "There Shall Be No Night" with Charles Boyer and Katharine Cornell; Julie Harris in "The Lark," and "On Borrowed Time" with Ed Wynn.

In 1958, Maurice Evans re-created his Broadway role in "Dial M for Murder." "Hallmark" won new accolades with "Johnny Belinda" and "Kiss Me Kate." "Omnibus" productions included the first TV performance of Christopher Fry's "The Lady's Not for Burning," the Broadway hit, "Mrs. McThing," with Helen Hayes and other members of the original cast, and a Peter Ustinov original, "The Empty Chair."

During the 1959-60 season, NBC-TV presented some 200 special programs, many of them drama. Highlights of the season were the TV debuts of Laurence Olivier in "The Moon and Sixpence," Ingrid Bergman in "The Turn of the Screw," and Alec Guinness in "The Wicked Scheme of Jebal Deeks." "Sunday Showcase," with "Philco" alumnus Robert Alan Aurthur at the helm as producer, was a new network-produced dramatic series in color. It offered original productions such as S. Lee Pogostin's "People Kill People, Sometimes"; Merle Miller's "The American," the first multi-location drama shot entirely outside a TV studio, and Reginald Rose's two-part "The Sacco-Vanzetti Story." "Ford Startime" presented "My Three Angels," "The Young Juggler," and

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"Tennessee Ernie Meets King Arthur," a farcical drama based on Mark Twain's "A Connecticut Yankee in King Arthur's Court." "Hallmark" repeated "Green Pastures," and presented Eugene O'Neill's "Ah, Wilderness!" Ibsen's "A Doll's House," and Maxwell Anderson's "Winter-set."

In the 1959-60 and 1960-61 seasons, "Our American Heritage" presented 13 original historical dramas. The subject matter ranged from George Washington to Andrew Carnegie. Robert Alan Aurthur returned to NBC-TV for a second season to produce "John Brown's Raid," which was taped on location in Harpers Ferry, W. Va., and "Cry Vengeance," an original drama by Robert Crean about an Italian bandit who sought to free his people from the shackles of poverty.

Television drama has come a long way since that 1938 day when "Susan and God" became a forerunner of things to come. TV drama is still growing.

The current (1961-62) season has already offered a "Hallmark" repeat of "Macbeth," and a new production of "Victoria Regina," a 90-minute color broadcast that had added scenes which were not presented in the original Broadway stage production. "Theatre 62," with Fred Coe producing, is presenting seven dramas based on celebrated David O. Selznick screen classics. "Du Pont Show of the Week" has scheduled several original dramas, including "Operation Judas," "Heydrich, Hitler's Hangman," and "The Spy."

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NBC-New York, 12/4/61





December 4, 1961

FROM "CHILDREN'S HOUR" OF 1926 TO "UPDATE" SERIES OF 1961  
NBC HAS PRESENTED WIDE VARIETY OF YOUNG PEOPLE'S SHOWS

Children's programming has been an important part of the National Broadcasting Company's schedules throughout the network's 35-year history.

The development of entertainment for young people has been mirrored by the dynamic growth of broadcasting itself.

From the days of NBC Radio's "NBC Children's Hour" Sunday morning series, weekends have been a stronghold for young people's programs. Currently, each Saturday and Sunday the NBC-TV Network is offering outstanding new attractions that range from information programs like "1,2,3--Go!" and "Update" to "Walt Disney's Wonderful World of Color" and "The Bullwinkle Show" color cartoon series.

The 1961-62 NBC-TV season also features three long-run attractions for children. They are "Burr Tillstrom's Kukla and Ollie," whose association with TV (as "Kukla, Fran and Ollie") dates back to 1947; Don Herbert's "Watch Mr. Wizard" science series that started in 1951, and the "Fury" adventure series now in its seventh year.

Completing the current children's schedule are "National Velvet" starring Lori Martin as a young girl who is devoted to a horse, and three weekend color series: "The Shari Lewis Show," starring ventriloquist Shari Lewis and her unusual puppets; "King Leonardo and His Short Subjects," cartoon show, and "Pip the Piper," fantasy series.

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## 2 - Children's Programs

The longest running network children's program was "The Howdy Doody Show" puppet series starring Bob Smith. It started in December, 1947, and was seen until December, 1960. Other popular puppet shows included "The Paul Winchell and Jerry Mahoney Show" and "Shirley Dinsdale and Judy Splinters."

Another type of program that clicked with young viewers over the years is the outdoor adventure. Shows in this category ranged from Western adventures like "The Roy Rogers Show" and "Hopalong Cassidy" to "Captain Gallant of the Foreign Legion" and "Tales of the 77th Bengal Lancers," both set in distant lands.

They have included the historical "Adventures of Sir Lancelot" and the modern tales of "Sky King." Their backgrounds have been circuses, as in "Circus Boy" and quiet farms, as in "My Friend Flicka."

Science-fiction registered as another prominent adventure category. "Tom Corbett, Space Cadet" and "Commando Cody" presented tales of action high above the earth.

Variety programs for children have also provided diversion for young viewers. Such performers as Happy Felton, Smilin' Ed McConnell and Pinky Lee have headlined variety shows that featured talented young performers, circus highlights and specialty acts.

Pre-school youngsters also had their special television fare, and one of the idols for several NBC seasons was Miss Frances of "Ding Dong School."

In recent years, children's fairy tales have come to life in special programs -- many in color and many with music -- that have appealed to grownups as well as the youngsters.

(more)



### 3 - Children's Programs

Outstanding special presentations among children's classics were the two Mary Martin "Peter Pan" programs. The first two-hour color broadcast was presented in 1955 and public response was so favorable that the show has since been re-scheduled twice -- in 1956 and again in 1960. The 1960 color broadcast was an entirely new production.

Other special children's shows were "Alice in Wonderland," "Hansel and Gretel," "Jack and the Beanstalk," "The Pied Piper of Hamelin" (which was seen twice), "Pinocchio" and "Swiss Family Robinson."

In 1958, Shirley Temple came out of retirement to act as hostess and narrator of the "Shirley Temple Storybook" series. Among the classic fairy tales, adventure stories and fantasies adapted for the series were "Beauty and the Beast," "Rumpelstiltskin," "The Nightingale," "The Legend of Sleepy Hollow," "Ali Baba," "Rapunzel," "Mother Goose" and "The Emperor's New Clothes."

Miss Temple returned to NBC-TV during the 1960-61 season as hostess and occasional star of a new series of one-hour color presentations on "The Shirley Temple Show." This weekly series presented such programs as "The Prince and the Pauper," "Little Men," "The House of Seven Gables," "Reluctant Dragon," "Baa, Baa, Black Sheep," "Tom and Huck," "Winnie-the-Pooh" "King Midas" and many others. Some top show-business stars appeared in the series.

The NBC Radio Network also had its share of notable children's series. The oldest was the "NBC Children's Hour" which was on the air when the National Broadcasting Company was organized in 1926. It featured Milton Cross as emcee and was under the direction of Madge Tucker, director of NBC children's programs at the time. The series, later called "Coast to Coast on a Bus" remained on NBC until 1942 and was the training ground for many young performers.

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#### 4 - Children's Programs

Talented Madge Tucker also captivated youngsters with her fascinating stories as "The Lady Next Door," heard on NBC Radio from 1929 until 1941.

On "NBC's Music Appreciation Hour," young listeners were introduced to good music by the late Walter Damrosch. In this weekly series, broadcast from 1929 until 1942, Dr. Damrosch conducted a symphonic orchestra and commented on classical music for his young audience.

Music in a lighter vein was also regularly heard on NBC Radio when Irene Wicker, "The Singing Lady," presented a daily program of nursery rhymes and other songs from 1929 until 1941.

"Kaltenmeyer's Kindergarten" provided many laughs for the younger generation during the 1930's as the comical Kaltenmeyer conducted a highly improbable kindergarten class.

Among the best remembered children's radio shows were many serials, including "Little Orphan Annie," "Jack Armstrong," "The Adventures of Tom Mix," "Rin Tin Tin" and "The Adventures of Frank Merriwell."

Other radio favorites were "The Quiz Kids," panel show; "Smilin' Ed McConnell and His Buster Brown Gang," variety series; "Jolly Bill and Jane," who took youngsters on imaginary trips to exciting places and had more than one million young members in their fan club; "Carnival of Books," which introduced children to the adventuresome world of books, and the old circus series, "The Dixie Circus."

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NBC-New York, 12/4/61



CAST AND CREDITS FOR 'NOTORIOUS,' ONE-HOUR LIVE COLOR DRAMA  
ON NBC-TV'S "THEATRE 62" DEC. 10

Time: NBC-TV Network Sunday, Dec. 10 (10 to  
11 p.m. EST)

Stars: Barbara Rush  
George Grizzard  
Cathleen Nesbitt  
Edward Andrews  
Special guest star Joseph Cotten

Producer: Fred Coe

Director: Jack Smight

Writer: Sumner Locke Elliott

Associate Producer: Claude Traverse

Scenic Designer: Jan Scott

Costumes: John Boxer

Makeup: Bob O'Bradovich

Production Liaison: Edith Hamlin

Associate Director: Gordon Rigsby

Assistant to the Producer: Earl McGrath

Casting: Rick Kelly

Music Supervisor: Bernard Meyer

\* \* \*

Sponsor: American Gas Association

Agency: Lennen and Newell Inc.

NBC Press Representatives: Noreen Sherlock, New York; Doug Duitsman,  
Hollywood.

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THE CAST

James Devlin	played by George Grizzard
Alicia Huberman:	Barbara Rush
Alex Sebastian:	Joseph Cotten
Madame Sebastian:	Cathleen Nesbitt
Capt. Prescott:	Edward Andrews
Leroy Dunne:	Mark O'Daniels
Wilhelm Rossner:	Fred Scollay
Eric Mathis:	Warren Finnerty
Mr. Andersen:	Bjorn Koefoed
Joseph:	Leon Stevens

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NBC-New York, 12/4/61

The Club

Edward W. George (Chairman)  
Robert Smith  
Joseph Cotton  
William Westcott  
Edward Andrew  
John O'Donnell  
John Dooling  
William Dooling  
Edward Dooling  
John Dooling

James Smith  
John Dooling  
John Dooling  
John Dooling  
John Dooling  
John Dooling  
John Dooling  
John Dooling  
John Dooling  
John Dooling

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HBG-New York, 12/1/71



'DEMOCRACY IN AMERICA'--NEW NBC RADIO SERIES  
- - -  
14 Weekly Radio Dramatizations Based on Tocqueville's  
Classic Work Will Have World Premiere Jan. 17

BEVERLY HILLS, CALIF., Dec. 6 -- "Democracy in America," a weekly series of 14 half-hour dramatizations of American democratic life based on Alexis de Tocqueville's classic work, will have its world premiere on the NBC Radio Network beginning Wednesday, Jan. 17, 1962 (8:30 p.m. EST), William K. McDaniel, Executive Vice President, NBC Radio Network, announced today.

The dramatizations are designed to bring to life the America of the 1830s and, in doing so, to illuminate the image of democracy itself. They cover phases of life which were Tocqueville's major themes, including American equality, independence, religion, reform and education.

Mr. McDaniel made the announcement in Beverly Hills at the annual meeting of the NBC Radio Affiliates in conjunction with NBC's 35th anniversary. He described the new series as "a notable exclusive for the NBC Radio Network."

"We believe that 'Democracy in America' will indeed prove to be one of radio's fine contributions in the field of service to the public," he said.

The Canadian Broadcasting Corporation will carry the series on Thursday evenings, with each program following the NBC broadcast by one night.

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Directed and based on research by George E. Probst, associate professor of American history, New York University, the series was prepared by the Division of General Education of New York University with the assistance of The Fund for Adult Education. The dramatizations were written by Lister Sinclair and Mr. Probst. Perry Miller, professor of American literature, Harvard University, was consultant.

Tocqueville and a companion, Gustave de Beaumont, made a 10-month journey through the United States in 1831-32. These two young French aristocrats talked with lawyers and merchants in New York, mingled with high society in Boston and Philadelphia, and met frontiersmen, innkeepers and farmers of the Territory of Michigan. They heard the chaplain preach in Sing Sing, talked with Sam Houston and rivermen on a steamboat journey down the Mississippi, and saw the Choctaws driven from their ancestral lands in the dead of Winter. They met Andrew Jackson, John Quincy Adams, William Ellery Channing, Albert Gallatin, Daniel Webster and James Kent. They visited the White House and Congress.

Throughout their 7,500-mile journey, they pondered the strengths and weaknesses of American democracy. Tocqueville devoted the greater part of the following eight years to writing "Democracy in America."

The conversations in the radio series are based on the actual words of Tocqueville, Beaumont and other travelers from Europe, and of Americans living in that vigorous era.

Six years in production, the series has a cast of 87 actors from the Canadian Broadcasting Corporation repertory group. Tocqueville is played by Barry Morse and Beaumont by Alan King. The series was produced by Andrew Allan, a leading Canadian producer, and an original score was composed and conducted by Lucio Agostini, one of Canada's outstanding contemporary composers.

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RESULTS OF SPECIAL SURVEY ON REALISTIC 'TOTAL RADIO AUDIENCE'  
ANNOUNCED BY NBC'S WILLIAM K. McDANIEL AT AFFILIATES MEETING  
- - -  
10-City Pilot Study Made on Portable Set Listening in Homes

BEVERLY HILLS, CALIF, Dec. 6 -- Results of a special survey made to determine the realistic "total radio audience," a 10-city pilot study on portable radio listening in the home, were announced today by William K. McDaniel, Executive Vice President, NBC Radio Network.

Mr. McDaniel, addressing NBC Radio affiliates at their annual meeting, pointed out that portable radios, which heretofore have not been measured in radio's audiences, now account for some 43 per cent of set sales.

The pilot study, conducted for NBC Radio by C. E. Hooper Inc., revealed that -- in the 10 cities surveyed -- an average 14.3 per cent increase over the measured audience is delivered by portable radios in the home. This significant addition, it was stressed, is accounted for exclusively by in-home portable listening, and does not reflect the sizable listening activity outdoors or in autos.

Details of the survey were included in a presentation to the affiliates given by George A. Graham Jr., Vice President and General Manager, NBC Radio Network.

The rest of the industry was welcomed to participate in further research on the audience which listens to the 9 million portables sold each year.

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NBC Radio will utilize the new data in future reports and proposals to advertisers to give, for the first time, a realistic total of listeners to its programs. The markets surveyed in the report are: Albany, Chicago, Cleveland, Denver, Los Angeles, Minneapolis, New York, Norfolk, Oklahoma City and Sacramento.

In an address following the talk by Mr. McDaniel and the presentation by Mr. Graham, Robert W. Sarnoff, Chairman of the Board of NBC, said that NBC Radio's current successes can be traced to careful planning through the recent years of change. "Radio never lost its audience," he said. "The character of the audience changed and we were the first radio network to recognize it. We did not force radio to compete with television in areas where television was obviously superior. Instead we concentrated on the things that radio does best. We have invoked radio's principal characteristic of flexibility -- a characteristic, incidentally, that television cannot yet match -- to reach a massive audience that is constantly in motion."

Mr. McDaniel emphasized these NBC Radio highlights:

...the largest news gathering organization  
in broadcasting.

...more than 57 per cent of programming is news,  
public affairs and informational.

...Campaigns of NBC Radio advertisers consistently  
earn seven of Nielsen's top 10 places.

...NBC Radio consistently averages well over 40  
per cent of all the commercial time in network radio.

...The new Frank McGee Sunday Night three-hour  
segment of "Monitor '61" has become the most comprehensive  
end-of-the-weekend news wrap-up in any medium.

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### 3 - Survey

The NBC Radio affiliates also heard an audio profile of highlights of the 35-year history of the network. Narrated by Frank McGee, the presentation included top radio events through the years, and showed the increasing importance of radio as a primary source of news. NBC Radio's response to this vital trend was the pioneering of "News-on-the-Hour," "Monitor" and "Emphasis" -- programs which have set the network standard and have been widely imitated throughout the industry.

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NBC-12/6/61







December 6, 1961

TOURNAMENT OF ROSES PARADE BLOSSOMS OUT WITH MANY FEATURES

THAT WILL BE IN RANGE OF NBC-TV'S COLOR CAMERAS JAN. 1

Procession Precedes Color Broadcasts of Rose and Sugar Bowl Games

NBC-TV's eighth color presentation of the Tournament of Roses Parade at Pasadena, Calif., Monday, Jan. 1 (11:30 a.m. to 1:45 p.m. EST) will launch a block of New Year's Day color network programming which will last more than seven-and-a-half hours and cover three of the holiday's most celebrated events.

Immediately following the parade, NBC-TV will switch to New Orleans for the color coverage of the 28th annual Sugar Bowl Game (1:45 p.m. EST to completion).

NBC-TV next will focus its color cameras on the 48th annual Rose Bowl Game (4:45 p.m. EST to completion).

The Sugar Bowl Game pits the Razorbacks of the University of Arkansas against the University of Alabama's Crimson Tide, while the Rose Bowl Game finds the Gophers of the University of Minnesota facing the Bruins from the University of California at Los Angeles. Both games will be carried by NBC Radio as well as NBC-TV.

The first 15 minutes of the parade coverage (11:30-11:45 a.m. EST), showing preparations for the three events, will be partly a black-and-white broadcast.

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## 2 - Tournament of Roses Parade

Albert D. Rosellini, Governor of the State of Washington, will be Grand Marshal of the parade. The 73rd annual spectacle projects the theme "Around the World with Flowers."

Sixty blossom-laden floats, more than 200 equestrian units, 20 bands -- including those of Rose Bowl opponents Minnesota and UCLA -- and many celebrities will participate in the procession. Among highlights will be the royal float bearing Rose Queen Martha Sissell and her "court of six princesses," Bonnie Barrett, Coleen Cary, Gayle Morris, Marion Wiberg, Diane Willis and Joan Zeman.

TV personalities Betty White and NBC Newsman Roy Neal will describe the parade, assisted by John Davidson, a former president of the Tournament of Roses Association, who will supply background information. NBC newscaster Lee Giroux also will be stationed along the route to interview participants.

Seven color cameras will be placed at strategic locations to assure comprehensive coverage of the world's "most photographed event."

The 11 award-winning floats will be pre-taped and, if time allows, the tape will be run to give viewers another opportunity to see them.

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NBC-New York, 12/6/61





## NBC TELEVISION NETWORK NEWS

December 6, 1961

### SCHEDULE CHANGES FOR 'CHET HUNTLEY REPORTING' AND 'UPDATE'

Huntley's Series (for Mutual of Omaha) to Be Seen Fridays;  
'Update' (for Helena Rubinstein) to Be Sunday Feature

New broadcast times for "Chet Huntley Reporting for Mutual of Omaha" and "Update" were announced today by William R. McAndrew, Executive Vice President, NBC News.

The "Chet Huntley Reporting" series will move from its 5:30 to 6 p.m. EST Sunday period to 10:30-11 p.m. EST Fridays, starting Jan. 12.

"Update," NBC News program for teenagers featuring Robert Abernethy, will move, effective Jan. 21, from its present Saturday time period (12 noon to 12:30 p.m. EST Saturdays) into the 5:30-6 p.m. EST Sunday period formerly occupied by the Huntley series. A program to fill the vacated "Update" period will be announced later.

The "Chet Huntley Reporting" series has been broadcast on Sunday afternoons since its inception April 1, 1956. "Update" began Sept. 16, 1961, on NBC-TV and is sponsored by Helena Rubinstein Inc.

"Frank McGee's Here and Now," which now occupies the 10:30 to 11 p.m. EST Friday time slot, will terminate Dec. 29. Its sponsor is the Gulf Oil Corporation.

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ROBERT W. SARNOFF TELLS NBC AFFILIATES HE OPPOSES ANY  
GOVERNMENT ATTEMPT TO INTERVENE IN TV PROGRAMMING  
AS 'DANGEROUS, MISTAKEN AND ILLIBERAL'

BEVERLY HILLS, CALIF., Dec. 7 -- Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, today opposed any government attempt to intervene in television programming as "dangerous, mistaken and illiberal."

At the same time he warned broadcasters that "freedom is not a rallying cry to be used as a smokescreen for opportunistic self-seeking" and told them that "nothing can preserve our freedom so effectively as our efforts to be worthy of it."

Mr. Sarnoff addressed NBC Television and Radio affiliates at a meeting marking the 35th anniversary of NBC's founding as the nation's first broadcasting network. He traced major NBC television advances in the last five years in news and information, program quality, color development and educational projects. These gains, he said, represent a record "not only of leading the industry but leading the audience to new horizons of taste and interest."

"Most significantly," he said, "all this has been achieved on our own initiative, under our own steam, in response to the natural impetus of competition, public opinion, our own sense of responsibility and the spirit of progress that has animated NBC for 35 years."

The same incentives, he said, offer the best assurance of greater progress ahead. He predicted further expansion of color

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programming -- including the entry soon of the other networks -- as well as continued NBC leadership in increasing news, informational, cultural and children's programming. He pledged that NBC would also be first in global television.

Mr. Sarnoff said that the future held two major problems for broadcasters to overcome -- the threat of government encroachment and "a striking and growing economic imbalance" between television networks and stations. He cited FCC financial reports showing that the combined pre-tax profits of the three networks fell 22 per cent in the five years ending in 1960 while station profits climbed 44 per cent. Among the reasons for the imbalance, he said, were heavy increases in network unrecovered program costs and network discounts to advertisers -- economic burdens that benefit but are not shared by the stations.

Despite impressive progress by television, Mr. Sarnoff said, criticism has thrived. He conceded that much of it played a useful role in the continuing interplay between television and all those who watch it.

"But," he added, "when criticism comes -- pointedly and suggestively -- from the voice of a governmental authority, speaking softly but carrying a big hint, at what point does criticism become coercion -- where does freedom leave off and interference begin? One answer was suggested by the French dramatist Corneille when he wrote: 'For someone who can do as he pleases, to entreat is to command.'

"Some would interfere with no more than a lifted eyebrow, using it as a kind of semaphore to wag this program type off the air and signal more time for that one. I believe this is a dangerous, mistaken and illiberal doctrine.

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"It is illiberal because it is based on the belief that the end justifies the means -- that goals prescribed by those in authority are more valuable and important than freedom itself.

"It is mistaken because it assumes that viewing can take place without the consent of the viewers -- that a mass audience will just sit there and watch regardless of what is on the screen. It is mistaken also because it presumes to set up standards of what is worthy and what is not...

"Finally, any doctrine of coercion is dangerous because even if it could be administered with impeccable intentions and flawless wisdom, it creates a precedent that could be disastrous in the hands of some future authority who might be unwise, ill-intentioned or both."

Mr. Sarnoff said that NBC shared the goals underlying "the pointed proposals that have been issuing steadily from Washington." Where NBC differs, he said, "is in the method of which it is proper and possible to achieve them."

"We do aspire to more and better programming in the cultural and information fields," he continued, "and we recognized long ago that we could find a place for them, and make them stick, only through the gradual, evolutionary process of whetting the taste of the audience.

"We are often accused of underestimating the taste of the public for programming of this kind. This would be a valid criticism if we gave the public no opportunity to satisfy such tastes. But over the years we have presented a constantly increasing volume of serious programming, and we have succeeded gradually in enlarging the audiences for such programming. We will continue deliberately to offer more of it than the actual audience demand justifies at any time."

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Mr. Sarnoff told the NBC affiliates that the growing threat of government intervention could not be met by any easy formula.

"In the last analysis," he said, "we can look to the safeguards of the law and the weight of public opinion. Even then, however, nothing can preserve our freedom so effectively as our own efforts to be worthy of it; and certainly such efforts are now our first line of defense."

Broadcasters who use freedom to indulge irresponsibility "pervert the meaning of freedom," he said. "All they want is freedom from their obligations to the public. Such broadcasters do damage to the industry and are likely to wind up being freed of their licenses. But there is a real issue of freedom in broadcasting and it has been raised by conscientious broadcasters who recognize that the price of all freedom is responsibility. Far from wishing to be free to evade responsibility, we recognize that only by conducting ourselves responsibly can we maintain freedom at all.

"Against the present challenge, it is vitally important for every broadcaster to operate with the highest sense of responsibility -- to respond to audience-interest and enlarge those interests; to set and meet ever higher goals of service; to uphold the integrity of broadcasting."

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NBC-12/7/61



Address by Robert W. Sarnoff  
Chairman of the Board  
National Broadcasting Company, Inc.  
NBC Television and Radio Affiliates  
Beverly Hills, California  
December 7, 1961

It's a pleasure to have you join us in celebrating our 35th anniversary. In all its 35 years, I doubt very much if NBC has ever had a happier birthday, and I hope you're as happy about it as we are.

It has been just five years since NBC last celebrated an anniversary. They have been crowded, productive years that have brought gains in virtually every phase of our operations. But before I examine some of NBC's gains with you, let me register a small personal claim in behalf of Bob Kintner and myself. I know you're all familiar with the legend of the revolving door that spins NBC managements in and out. Well, I think we've discovered how to get out on the inside and stay there.

We have managed to rack up some other distinctions.

Just as NBC once pioneered in creating America's first radio network, it has also led the way in revolutionizing radio networking to meet drastically changing needs. The NBC Radio Network has achieved first place in quality of service, size of audience and volume of business, while winning the additional distinction of maintaining station compensation and earning a profit.

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The NBC Television Network has reached a front-running position across the board -- in prestige, popularity and sales, in daytime and nighttime programming, in quantity as well as quality of service, in black and white as well as color. In doing so, NBC has become the largest single source of news, information and entertainment in the free world -- indeed, in the world at large.

We have achieved this distinction not by the narrow-gauge route of concentrating on a single popular category of programming -- be it action-adventure or situation comedy. We have done it with the most balanced, diversified schedule in the business. And we have done it while maintaining our leadership in live programming, as I pledged five years ago we would.

Like the rest of the industry during this period, NBC has experienced a steady trend to film as a program medium. But more than any other network, we have preserved the unique values of live production -- values that are still inherent in the use of tape. We have done so through virtually all of our daytime schedule beginning with "Continental Classroom" and "Today"; in our unmatched sports coverage, and in such popular nighttime attractions as "Perry Como's Music Hall," "The Price Is Right" and "Sing Along With Mitch." Most significantly from the standpoint of enabling our affiliates to avoid heavy financial commitments in movie features, we have held high our tradition of live late-night variety programming -- and in the process we have developed America's most talked-about television star and one of its most popular shows. We intend to maintain the same tradition when Jack Paar moves to a weekly place in our evening schedule.

NBC News is universally recognized as the leader in broadcast journalism. When the three networks compete in covering any news event,

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we command an audience as large as the other two combined. We have won this supremacy not only by presenting the best news coverage but by offering the most. Hours devoted to news and informational programs have increased by 72% over five years ago, so that they now add up to almost one-quarter of the whole NBC schedule.

These programs have expanded in much more than sheer volume or even expertness; they have grown in variety, in journalistic depth, in brand-new techniques -- and they have been finding an increasing place in our nighttime schedule.

Five years ago no news program could match the far-ranging scope and mature, probing analysis of the NBC White Paper or its willingness to tackle controversial subjects. Five years ago there was no program with the special flavor of personal journalism evoked by "David Brinkley's Journal," nor any news program like "Update," especially designed for young people. Five years ago, no broadcaster had a means of speeding newsfilm by cable across the ocean -- a technique that only NBC has today in the United States. Five years ago, no network had the resources or the initiative to schedule forty actuality specials -- each a large-scale production weeks and sometimes months in preparation -- ranging from the "JFK Reports" to a vivid color portrait of Vincent Van Gogh, from neutralism to the problems of modern marriage. And five years ago, no network had yet outstripped the nation's wire services in compiling election returns; or had induced two Presidential candidates to engage in face-to-face debate.

Today we are quicker than ever to go on the air with live coverage of breaking news. We have also created an entirely new program technique -- the "instant news special" -- for presenting a comprehensive wrapup of a major story within a few hours of the time the news breaks. This has resulted in a unique new advertising concept  
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under which a major advertiser has made a substantial commitment to sponsor NBC News programs whose content or even subjects cannot be foreseen -- a development hardly conceivable five years ago.

A zest for breaking new ground has not been confined to NBC news coverage. In the Program Department, the Special Projects Unit has managed the feat of making exciting innovations and keeping its standards high while vastly increasing its output. Within this five-year period, its new techniques have made possible such classics as "Meet Mr. Lincoln," "Mark Twain's America" and "The Coming of Christ"; this season the same unit has taken a highly promising step in another new direction with the series called "The World of ---."

But we have been striving for originality and higher quality in everything -- from religion to Westerns. And we have been achieving it. NBC's religious programs, "Frontiers of Faith," "The Catholic Hour" and "The Eternal Light" have woven elements of drama, music, documentary and the dance into a distinguished tradition of experimental television. In the intensely competitive field of Westerns, one of the top-ranking programs -- and its star is still rising -- is NBC's own production, "Bonanza," which rates high with the P.T.A. as well as with A. C. Nielsen.

Elsewhere in our schedule there is plentiful evidence of constant effort to achieve freshness and greater craftsmanship. In Bob Newhart and Joey Bishop, we have brought two of America's brightest new comic talents to television. In "The DuPont Show of the Week," we have devoted a broad range of creative resources to a new concept of actuality programming that embraces music and drama as well as documentaries. In "International Showtime," we are tapping a new source of wholesome family entertainment. For sheer professional skill and showmanship, "Walt

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Disney's Wonderful World of Color" and "The Dick Powell Show" take second place to no program on the air; and standards keep rising even where they have always been high, in such outstanding series as "The Hallmark Hall of Fame," "The Bell Telephone Hour" and "The NBC Opera."

In the field of color, NBC still holds a unique position; even without the spur of competition, we have taken giant steps forward. At the beginning of 1956 we were carrying 7 1/2 hours of color a week; currently we are broadcasting almost 40 hours of color a week. Then it took a special to put color into an evening program; today color brightens our schedule day and night in every show category from cartoons to documentaries. In effect, we have created a whole new dimension for entertainment and information. We have also created a powerful selling tool that is working for 143 advertisers this year -- four times as many as in 1956 -- and a rapidly growing market that has now drawn 11 set manufacturers where once there was only one. This enormous growth has not come automatically. It has been made possible only by our heavy investment in programming, technical progress and the vast, costly expansion of facilities, which have quadrupled since 1956.

Still another field in which NBC stands pre-eminent among the networks is educational television. Five years ago at our 30th anniversary celebration in Miami, I announced we were planning the first live programming to be produced expressly for educational television stations on a national basis. We produced and transmitted 232 half-hour programs in a wide range of subjects over a four-year period. Kinescopes of these programs have also been shown by many NBC affiliates, and some of them are still in use by educational stations.

Ambitious as it was, this project has been far overshadowed by a series widely acclaimed as a major educational breakthrough -- the

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college-level "Continental Classroom." Its first year's course, "Atomic Age Physics," helped to remedy a serious lag in the training of the nation's science teachers. Since then, in cooperation with colleges, universities and leading educational associations, NBC has also enabled thousands of students across the country to qualify for academic credit in chemistry and mathematics. This fall we broke new ground by entering the social science field with a course in American Government. Now in its fourth year, "Continental Classroom" is still television's only college course broadcast on a regular network basis, reaching the whole country at the same time.

Taken altogether, the five years behind us represent a record that, in my opinion, compares favorably with the progress achieved in any five-year period by any medium of information or entertainment. It is a record of growing maturity, intensified efforts and rising levels of achievement. It is a record not only of leading the industry but leading the audience to new horizons of taste and interest. Most significantly, all this has been achieved on our own initiative, under our own steam, in response to the natural impetus of competition, public opinion, our own sense of responsibility and the spirit of progress that has animated NBC for 35 years. The same initiative, the same incentives, the same spirit offer by far the best assurance of even greater progress in the future.

For television as a whole, this has also been a time of steady growth and change, though not a period of unmixed blessings.

Five years ago, television tape was still in the laboratory. Since then, it has added enormous scope, flexibility and efficiency to the medium.

This five-year period has also marked the full emergence of ABC into the arena of network competition -- a development of complex repercussions for the whole industry, some of which I discussed at our meeting a year ago.

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America's commercial television stations have grown in number to 555, an increase of 19%. These five years have also spurred the growth of audiences; now everywhere in America within the reach of electricity, there is at least one set in 91 out of 100 homes. More families are watching television -- in the daytime as well as the evening -- than at any time in the industry's history. And I believe they are more demanding, more responsive to quality and more receptive to serious programming than ever before.

Advertisers have been growing, too -- in the record number investing in television; in the almost 50% increase of their total annual investment and in the imagination and judgment they have shown in supporting a broader spectrum of programs than ever before. At the same time we have seen growth in the flexibility and variety of advertising opportunities. One example is the spread of the minute participation as a unit of network sale. Whether we like it or not, it has developed as a result of rising costs and energetic competition, both within network television and from other media. Although it places a particular burden on the networks, it is a necessary reaction to the demands of the marketplace.

In this period between anniversaries, the television industry's revenues and profits have climbed from one year to the next to hit all-time highs. In 1960, the last full year for which the FCC has released official figures, revenues climbed almost to \$1.3 billion and profits before taxes to \$244 million.

Beneath this radiant flush of economic well-being, however, some disturbing symptoms have developed. The detailed financial review of the industry as compiled by the FCC reflects a striking and growing economic imbalance between two major segments -- the networks and the stations.

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During the five years ending in 1960, the combined pre-tax profits of the three television networks dropped 22% while the profits of the stations went up 44%. Even in 1956, the stations' ratio of profits to sales was more than twice as favorable as the networks' -- 26.5% for the stations, 12.5% for the networks. But by 1960, the stations' profit ratio was four times better than the networks', having climbed to an all-time high of 27.2% while the networks' profit ratio had dropped to 6.8%.

These are symptoms of genuine concern to the whole industry, because they threaten a serious weakening of the network system upon which the viewing public and the entire television economy depends. They demand sober diagnosis and treatment in any attempt to plan responsibly for the industry's future health.

Looking back, however, over the five years between NBC anniversary celebrations, the picture that emerges from any review of television as a whole is a panorama of growth, success and expanding public acceptance.

The industry's success is reflected not only in rating charts and balance sheets but in less tangible, more precious terms: television has been bringing a nation the gift of laughter, the spell of dreams and the weapon of knowledge. Its success is reflected in the rising level of America's tastes and interests, information and unity. We have awakened tens of millions of Americans to the treasures of new cultural experience; we have broadened the scope of their awareness and stimulated their curiosity about the world. While building the largest audience in history, we have helped significantly, in my opinion, to draw Americans in unprecedented numbers to libraries, concerts, museums and the corner newsstand. Certainly no fair observer would dispute that

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we have played a key role in drawing them in unprecedented numbers to the nation's polling places, better informed about the candidates and issues than ever before.

Despite the advances we have scored, nothing has thrived more vigorously within broadcasting than the criticism on the outside. It can be wrong-headed and carried to excess, just as -- let's face it -- television itself can sometimes be. Yet much of it plays a useful and legitimate role in the free marketplace of opinion. Depending on how well justified it may be, it can and should make itself felt in the continuing interplay between television and all those who watch it.

But when criticism comes -- pointedly and suggestively -- from the voice of governmental authority, speaking softly but carrying a big hint, at what point does criticism become coercion -- where does freedom leave off and interference begin? One answer was suggested by the French dramatist Corneille when he wrote: "For someone who can do as he pleases, to entreat is to command."

Some would interfere with no more than a lifted eyebrow, using it as a kind of semaphore to wag this program type off the air and signal more time for that one. I believe this is a dangerous, mistaken and illiberal doctrine.

It is illiberal because it is based on the belief that the end justifies the means -- that goals prescribed by those in authority are more valuable and important than freedom itself.

It is mistaken because it assumes that viewing can take place without the consent of the viewers -- that a mass audience will just sit there and watch regardless of what is on the screen.

It is mistaken also because it presumes to set up standards as to what is worthy and what is not. This is a mistake that Justice William O. Douglas has described in these words: "Under our system

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of government there is an accommodation for the widest varieties of tastes and ideas. What is good literature, what has educational value, what is refined public information, what is good art, varies with individuals as it does from one generation to another...From the multitude of competing offerings the public will pick and choose. What seems to one to be trash may have for others fleeting or even enduring values."

Finally, any doctrine of coercion is dangerous because even if it could be administered with impeccable intentions and flawless wisdom, it creates a precedent that could be disastrous in the hands of some future authority who might be unwise, ill-intentioned or both.

It is not enough to be well-meaning. In fact, good intentions on the part of an encroaching authority may well be more dangerous than bad ones. Justice Brandeis -- and this is my last quotation of the day -- put it this way: "Experience should teach us to be most on our guard to protect liberty where the Government's purposes are beneficent."

I cannot quarrel with the objectives underlying the pointed proposals that have been issuing steadily from Washington. Certainly for the most part, they are objectives that every responsible broadcaster will embrace and, indeed, has long tried to serve. They are such goals as more and better programs in the fields of news, information and culture for the general audience and improved programming designed for children.

We agree on these goals. Where we differ is in the method with which it is proper and possible to achieve them. In my view, to win them securely while meeting the obligations of a mass medium takes time, patience and enormous creative resourcefulness in the art of wooing an audience. In the last analysis, it takes the response of the audience itself.

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Even if the government could force programs to its prescription, it could not force the public to watch the prescribed programs. Neither can the networks, the stations, the sponsors, the advertising agencies, the packagers. The ultimate decisions on what the public sees can come only from the public itself, as long as it is free to watch or not to watch as it pleases. In the end, it is always the public that sets a trend, not the broadcaster.

The interaction between the offerings of the broadcaster and the decisions of the audience is not a precise, scientific mechanism. Sometimes competing broadcasters may oversupply a type of program that has won public favor. Inevitably this leads to a reaction in terms of criticism, protest and popular disenchantment. Just as inevitably, that leads in turn to fewer such programs. Thus the last few years have seen a trend to Westerns and action-adventure shows, followed by a glut of such programs in the output of television as a whole. The natural result has been a trend away from these programs -- a trend that still prevails.

The pendulum swings back and forth. To some of us, it may seem to lag at times; and sometimes it results in excess. Admittedly, this is an imperfect system, just as imperfect as any institution designed to reflect the changing will of the public in a free society. It might be simpler to make programming follow a line laid down by government officials. But isn't it better to suffer the lags and the excesses, just as we suffer the imperfections of all our free institutions, than to place such power in a few official hands?

We do aspire to more and better programs in the cultural and informational fields and we recognized long ago that we could find a place for them, and make them stick, only through the gradual, evolutionary process of whetting the taste of the audience. We are

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often accused of underestimating the taste of the public for programming of this kind. This would be a valid criticism if we gave the public no opportunity to satisfy such tastes. But over the years we have presented a constantly increasing volume of serious programming, and we have succeeded gradually in enlarging the audiences for such programming. We will continue deliberately to offer more of it than the actual audience demand justifies at any time. The clear gains we have made in this field in the last few years do not represent sudden reflexes to a lifted eyebrow; they have deep roots in our own past and our own long-term philosophy of leading the audience in addition to giving it what it wants.

What about the next five years in broadcasting -- what will they bring? In my judgment, the events of the last five years have projected two major challenges for the years ahead. Both of them engage the industry's welfare to its very roots. One is the challenge to preserve the freedom of broadcasting from the encroachments of government. The other, no less vital and urgent, poses the task of coping with the growing maladjustments that threaten the television economy from within.

These are the maladjustments I described earlier -- the imbalance that has steadily cut down the rewards of the networks while increasing the fortunes of television as a whole and the stations in particular. This imbalance springs from multiple causes.

The networks have had to bear more and more of the mounting costs of the improving service of news, information and entertainment they offer stations -- costs which cannot be recovered in their entirety from advertisers. Over the past five years, the unrecovered program costs of the three networks have climbed to the enormous 1960 figure of \$118,000,000 -- an increase in NBC's case of almost 80%.

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The only source on which networks can draw to meet this huge deficit is their revenue from time sales. And although network gross time sales have been rising year by year, this increase has been substantially offset by an almost 100% increase in discounts over the past five years, dictated by the economic realities of an intensely competitive market.

On the other side of the equation, the stations share neither the burden of the networks' unrecovered program costs nor the burden of the networks' discounts. Yet these two elements contribute directly to the increase in station earnings. For it is network program costs that underlie the service supporting the stations' spot revenue; and it is network discounts that help maintain the gross billings on which compensation to stations -- their other main source of revenue -- is based.

It is not hard to see why the networks are grossing more now but enjoying it less. The extra burden they carry falls with special weight on NBC as the price of our leadership in the costly fields of world-wide news gathering, live production, color and diversified quality programming. To a degree greater than the other networks, we have increased our service to affiliates and through them to the public while bearing a disproportionate share of the growing cost.

Continuing development and improvement of network service is essential to the vitality of all television. There is no question that this service will be impaired if the networks' risks and costs keep growing while their return keeps shrinking. Indeed, the service could never have reached its present level if the networks had not been able and willing to apply earnings of their owned stations to support the weakening economic underpinning of networking itself. Now, incidentally,  
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this support has fallen under the shadow of governmental threat to network ownership of stations. But even counting on the continuing contribution of network-owned stations, the industry's lopsided economics is placing the networks at a mounting disadvantage. In the interest of everyone with a stake in television, this industry problem must be recognized and a reasonable solution sought.

The other challenge we face -- the threat of growing government intervention -- also finds the interests of the networks, the stations and all other elements of the industry solidly together; and with us are also the interests of the public. There is no easy formula for meeting this challenge. In the last analysis, we can look to the safeguards of law and the weight of public opinion. Even then, however, nothing can preserve our freedom so effectively as our own efforts to be worthy of it; and certainly such efforts are now our first line of defense.

Freedom is not a rallying cry to be raised as a smokescreen for opportunistic self-seeking. Broadcasters who use it that way pervert the meaning of freedom; all they really want is freedom from their obligations to the public. Such broadcasters do damage to the industry and are likely to wind up being freed of their licenses. But there is a real issue of freedom in broadcasting and it has been raised by conscientious broadcasters who recognize that the price of all freedom is responsibility. Far from wishing to be free to evade responsibility, we recognize that only by conducting ourselves responsibly can we maintain freedom at all.

Against the present challenge, it is vitally important for every broadcaster to operate with the highest sense of responsibility -- to respond to audience interests and enlarge those interests; to set and

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meet ever-higher goals of service; to uphold the integrity of broadcasting. Through its codes, the industry is seeking with growing effectiveness to regulate itself. But a sense of responsibility cannot be legislated, either by the government or by the industry. It must spring from the will and dedication of each broadcaster, generated by the built-in incentive for service that is the hallmark of the profession of broadcasting. Those who fail to measure up endanger not only their own freedom, but the freedom of all of broadcasting.

NBC's objectives for the years ahead are clear.

We will keep pushing ahead the frontiers of color television even after we are joined by the black-and-white networks, as I am confident we soon must be.

We intend to keep our traditional place in the forefront of every new technical development. Given this pioneering tradition, as well as our present leadership in international television operations, we intend to be first in global television as the world enters the era of satellite communications.

We have every intention of maintaining the front-running position in popular entertainment; and we do not expect to apologize for it.

Encouraged by the response we have developed by leading the audience to more programming of cultural substance, we intend to keep leading the audience. But we have no intention of getting so far out ahead that we leave it behind.

We intend to push ahead with the remarkable expansion we have already achieved in news and informational programming. But only the public will determine the rate at which we can advance.

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We plan to present more children's programming of the highest possible standard. But only children themselves, and their parents, will decide by their response how successful we can be.

As in the past, we intend to hew to the ideal of a balanced program schedule; and as always, our efforts will be shaped not only by our own sense of responsibility but by constant interaction with the public and its changing tastes and interests.

After 35 years of serving the public, we do not intend to be panicked now, and neither should you. We have earned the leadership of the industry on every count, and by we I mean NBC and its affiliated stations, for in a very real sense, you are the network. I pledge to you that NBC will strive in every way to hold our leadership and extend it. In the light of our past achievements -- evolved through the years on our own initiative and responsibility and in step with our audience -- we expect to make even greater progress in the years ahead.

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NBC-12/7/61





WILLIAM GRANT (OF KOA, DENVER) ELECTED AS CHAIRMAN  
OF NBC RADIO AFFILIATES EXECUTIVE COMMITTEE

BEVERLY HILLS, CALIF., Dec. 7 -- William Grant of Station KOA, Denver, has been elected Chairman of the NBC Radio Affiliates Executive Committee, replacing George Harvey of WFLA, Tampa, whose term expired.

John Tansey, WRVA, Richmond, is the new Vice Chairman and Lyell Bremser, KFAB, Omaha, has been elected Secretary. They replace David Baltimore, WBRE, Wilkes-Barre, and Douglas Manship, WJBO, Baton Rouge, respectively, whose terms expired.

The elections were held yesterday during NBC's 35th Anniversary observance and affiliates' convention here.

New members named to the Radio Affiliates Executive Committee are Thomas Carr, WBAL, Baltimore; Robert Rich, WDSM, Duluth, and Thomas Barnes, WDAY, Fargo, N.D.

Other committee members are Les Biederman, WTCM, Traverse City, Mich.; Gustav Brandborg, KVOO, Tulsa, and Stan Torgerson, WMC, Memphis.

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## NBC RADIO NETWORK NEWS

December 7, 1961

'THE PRESIDENT IN SOUTH AMERICA' IS SUBJECT  
OF 2 NBC RADIO SPECIALS ABOUT KENNEDY TRIP

Two special NBC News programs about President Kennedy's forthcoming trip to South America will be broadcast Friday, Dec. 15, and Monday, Dec. 18, on the NBC Radio Network, including WNBC (9:05-9:30 p.m. EST on each date).

The two programs are titled "The President in South America," and will have Merrill Mueller as anchor-man, with White House correspondent Ray Scherer and Rio de Janeiro correspondent Wilson Hall participating.





December 7, 1961

CREATIVE PROJECTS

Name of This NBC News Unit Speaks for Itself In Describing  
Its News and Public Affairs Programming on TV

A major step in NBC News' continually expanding activities was the formation of Creative Projects under the supervision of Executive Producer Irving Gitlin. The unit, now in its second year has produced programs already classified among the outstanding documentary efforts in NBC's 35-year history.

From the busy offices of Creative Projects come four series of programs specifically designed to meet important needs in news and public affairs programming. Three of these -- the "NBC White Paper" series, "The Nation's Future" and the "Purex Special for Women" series -- were developed and initiated last year. The fourth is a new educational entertainment series for children, "1,2,3--Go!" in which fantasy and reality are skillfully blended.

In addition to these, Creative Projects is producing a group of programs in the "Du Pont Show of the Week" series. One of these, "Hemingway," a study of the noted author's life and work, has already been presented this year. It received widespread critical and audience acclaim. Other programs in this group will include "Police Emergency Squad" and "The Spy," both planned for presentation early in 1962.

"NBC White Paper" began its current season of six full-hour special programs with "Angola: Journey to a War," an exclusive report

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on the Nationalist revolt against Portuguese rule in Angola. Critics commended the program for its "remarkable films" and "admirable directness."

Forthcoming "NBC White Paper" programs similarly will deal with issues, trends and developments which may drastically affect America's pattern of living or may explode into crises threatening the survival of the United States and the Free World. The programs are narrated by NBC News correspondent Chet Huntley.

Making an auspicious start last year, "NBC White Paper" received seven major awards as well as commendations from distinguished opinion leaders. The series of six programs pointed its cameras squarely at controversial subjects. Examples of this bold concept were "Sit-In," an examination of the sit-in movement by Negroes at segregated lunch counters in Nashville, Tenn., and "The U-2 Affair," a chronicle of Francis Gary Powers' ill-fated flight over the Soviet Union, and its repercussions.

"The Nation's Future" launched this season's series of seven full-hour debates on subjects of prime importance with a news-making clash between Senator Everett M. Dirksen, Senate Minority Leader, and Secretary of Health, Education and Welfare Abraham A. Ribicoff on "The Administration's Domestic Policy: Success or Failure?" This was followed by a debate on the momentous issue, "Would the United States Recover from an All-Out Nuclear Attack?"

The debates present eminent national and world figures as protagonists and feature active audience participation. Last year, the series received special attention from Congress for its outstanding programming, widespread coverage in the nation's press and an award from the National Association for Better Radio and Television as the "best

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### 3 - Creative Projects

new program" of the year. NBC News correspondent Edwin Newman is moderator of the debates.

The "Purex Special for Women" daytime series of eight full-hour programs is concerned with "the relation of woman to the world in which she lives." Whereas last season's highly successful series dealt with woman in relation to herself, this season's topics treat broad social problems, rather than personal ones. This year's premiere dealt with the question "What's Wrong With Men?"

Leading actors and actresses are featured in the dramatic documentaries and Pauline Frederick, of NBC News, is the series' reporter, interviewing guest experts at the conclusion of each program.

A 10-year-old boy has far-ranging adventures in this year's new series, "1,2,3--Go!" For example, he discovers the thrills of mountain climbing, visits missile sites at Cape Canaveral, learns how Secret Service agents operate and gets a first-hand look at Eskimo life. Richard Thomas, the boy, and Jack Lescoulie, his adult companion, co-star.

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NBC-New York, 12/7/61





NBC COLOR TELEVISION NEWS



December 7, 1961

LEE REMICK AND CHARLES BICKFORD WILL STAR  
IN "THE FARMER'S DAUGHTER" ON "THEATRE 62"

Lee Remick and Charles Bickford will star in "The Farmer's Daughter," live color broadcast on NBC-TV's "Theatre 62," Sunday, Jan. 14 (10-11 p.m. EST).

Miss Remick replaces Polly Bergen in the role of Katrin, the country girl who takes a big city by storm. Miss Bergen withdrew from the cast because of other commitments. Bickford will play Clancy, the butler, the role he portrayed in the 1947 film.

Miss Remick, a native of Quincy, Mass., rose from an unknown actress to a star in four films: "A Face in the Crowd," "The Long Hot Summer," "These Thousand Hills," and "Anatomy of a Murder." She played Miranda in "The Tempest" on "Hallmark Hall of Fame" in 1960.

Bickford is celebrating his 51st year in showbusiness. His films include "Woman on the Beach," "Brute Force," "Of Mice and Men," "Song of Bernadette," "Duel in the Sun," "The Farmer's Daughter," "Johnny Belinda," and "Jim Thorpe--All American." During the 1959-60 season, he made two appearances on "Hallmark Hall of Fame," as the judge in "Winterset" and as the doctor in "The Cradle Song."

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JOHN CHANCELLOR WILL VISIT GREECE AND MIDEAST  
TO FILM FEATURES FOR 'TODAY' SHOW

John Chancellor, host of NBC-TV's "Today" show, leaves New York this weekend for a one-week trip to Greece and the Mideast to film features for "Today." Frank Blair will serve as "Today" host for the week of Dec. 11-15 (Monday through Friday 7-9 a.m. EST).

Chancellor will arrive in Athens, Greece, on Sunday, Dec. 10. There he will join "Today" producer Robert Northshield and meet eight-year-old Despina Tsolakis, who was "adopted" by the "Today" staff under the Save the Children Federation plan. Chancellor will then go to Beirut, Lebanon, where as an NBC correspondent he covered the landing of U. S. Marines in July, 1958. From there he will go to Jordan and Israel to retrace the route taken by Jesus from Nazareth to Bethlehem.

Chancellor will also report on the Arab refugee problem. While in Jerusalem, Chancellor will meet with NBC News' Martin Agronsky, who is there to report on the Eichmann trial verdict.

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NBC-New York, 12/7/61





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PRESIDENT KENNEDY CITES NBC'S "PIONEERING EFFORTS"

IN MAKING POSSIBLE 1960'S "GREAT DEBATE" SERIES

Message Is Among Congratulations to Robert W. Sarnoff

On Occasion of NBC's 35th Anniversary

BEVERLY HILLS, CALIF., Dec. 8 -- President John F. Kennedy yesterday cited the "pioneering efforts" of the National Broadcasting Company in making possible last year's "Great Debate" series.

In a telegram to Robert W. Sarnoff, Chairman of the Board of NBC, President Kennedy praised NBC's "great contribution" to the advances in communications over the past 35 years and said "your pioneering efforts in connection with the 'Great Debates' are evidence of these advances."

The telegram from President Kennedy was one of many sent to Mr. Sarnoff on the occasion of NBC's 35th anniversary observance here. Others were received from Oren Harris, Chairman of the House Interstate and Foreign Commerce Committee; Hayato Ikeda, Prime Minister of Japan; Marcello Rodino, President of Radio-Televisione Italiana; Hugh Carleton Greene, Director General of the British Broadcasting Corporation; Warren G. Magnuson, Chairman of the Senate Commerce Committee; Alphonse Ouimet, President of the Canadian Broadcasting Corporation; LeRoy Collins, President of the National Association of Broadcasters, and from Nigeria's Minister of Information.

The full text of President Kennedy's message to Mr. Sarnoff:

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"I would like to tender my personal congratulations to you on the occasion of the 35th anniversary of the founding of the National Broadcasting Company.

"The past 35 years have, of course, seen a radical transformation in communications. NBC has made a great contribution to these advances, certainly in the field of public affairs and the effort to give greater emphasis to the news and the background of the news. Your pioneering efforts in connection with the 'Great Debates' are evidence of these advances.

"I hope that NBC will continue to provide a positive influence in these vital affairs."

Senator Magnuson said: "Congratulations to you, to the National Broadcasting Company, and to your affiliates on your 35th anniversary. NBC has had a distinguished history since its founding of the nation's first regular broadcasting network and has made a great contribution to the development of the finest broadcasting system in the world. Both your industry and the nation have benefited from NBC's efforts to provide leadership in serving the interests of a demanding public. My best wishes for your continued success."

Congressman Harris said: "I want to extend my warm good wishes and congratulations to you, your colleagues and affiliates on the 35th anniversary of the formation of the National Broadcasting Company. This occasion offers you all a well-deserved opportunity to consider a distinguished history with justified pride and satisfaction. NBC's origin was the true beginning of our system of broadcasting and throughout its career the nation's first network has dedicated itself to the pursuit of improvement and progress. I sincerely hope that the first 35 years are but an auspicious beginning and that you will enjoy mounting success and good fortune in the years ahead."

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Prime Minister Ikeda said: "People of Japan join me in extending sincere congratulations on the 35th anniversary of the National Broadcasting Company. In time of global crisis, the unique power of broadcasting to spread truth is indispensable and the National Broadcasting Company uses this power wisely. We are proud to salute America's first network and look forward to a greater bond in the future."

Mr. Greene said: "We share your pride in the development of the unique power of broadcasting to spread truth and understanding between nations and look forward to a continuance of the happy relations between our two corporations, which you have done so much to foster."

Mr. Rodino praised NBC "for the impressive record of leadership achieved in the field of broadcasting -- first in radio, first in TV, and in color."

Mr. Ouimet extended best wishes to NBC and its affiliates "for a successful meeting and for an achievement in the future that will top even that of the last 35 years."

Governor Collins' message read: "Congratulations upon NBC's 35th anniversary and for the great pioneering work your network has done on behalf of broadcasting. The profession and, indeed, the country have been enriched by these 35 years of service. We are all looking forward to even greater accomplishments on the part of NBC in the decades to come."

The Nigerian Minister of Information said: "Am delighted send you this message of congratulations on celebration 35th anniversary of National Broadcasting Company and recall your achievements in fields television and broadcasting which have been remarkable. Nigeria is now entering new field television under NBC management and am confident that, with latter's international reputation and unparalleled and wide experience in all aspects television, we shall succeed and our television rank as one of the best in the world."



December 8, 1961

LESTOIL AND FELS, AMONG NEW NBC CLIENTS,  
WILL BE USING NETWORK TV FOR FIRST TIME  
- - -  
Jergens and O'Cedar Will Sponsor NBC Programs  
Exclusively in the Network TV Medium

Two national advertisers -- Lestoil Products Inc. and Fels and Company -- will use network television for the first time as a result of program purchases announced today by Don Durgin, Vice President, NBC Television Network Sales.

In listing additional sales, Mr. Durgin said that two long-time TV advertisers -- the Andrew Jergens Company, and the O'Cedar Division of American-Marietta Company -- will now be sponsoring NBC programs exclusively in the network TV medium.

Lestoil, in the first use of network television in the company's history, has purchased sponsorship in "Say When," "The Jan Murray Show," "Young Dr. Malone," "Here's Hollywood," and "Our Five Daughters" -- all on NBC-TV's daytime schedule. As previously announced, Lestoil has purchased participations in the network's nighttime programs, "Laramie" and "Dr. Kildare," effective in February. The order was placed through the Sackel-Jackson Company, Boston.

Fels also embarks upon a network television schedule for the first time. It has purchased sponsorship through Richard K. Manoff Company, in NBC-TV's "Say When," "The Jan Murray Show," "Young Dr. Malone" and "Here's Hollywood."

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O'Cedar, a prominent user of daytime television on NBC-TV, has purchased sponsorship in "Say When," "Here's Hollywood," and "The Jan Murray Show." The order was placed through the Turner Advertising Company, Chicago.

Jergens, as previously announced, has purchased sponsorship in six daytime and three nighttime programs on the NBC-TV network. The order was placed through Cunningham and Walsh Inc.

Helena Rubinstein, Inc. has renewed its sponsorship of NBC-TV's Saturday news program for teenagers, "Update." The order was placed through L. W. Frohlich & Co., Inc.

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NBC-New York, 12/8/61



**M THE NATIONAL BROADCASTING COMPANY**

*Rockefeller Plaza, New York 20, N. Y.*

December 8, 1961

PRESIDENT KENNEDY'S SOUTH AMERICAN TRIP TO BE EVALUATED

IN SPECIAL NEWS REPORT ON NBC-TV MONDAY, DEC. 18

NBC News Also Sets 2 Radio Specials on Venezuela and Colombia Visits

A special NBC News program reporting and evaluating President Kennedy's trip to South America will be presented on the day he returns to the United States -- Monday, Dec. 18 (NBC-TV Network, 8-8:30 p.m. EST).

The President and Mrs. Kennedy are scheduled to visit Venezuela and Colombia Dec. 16 and 17 to give impetus to U. S. efforts designed to help Latin America achieve social and economic progress.

The program will feature NBC News correspondent Frank McGee as anchorman. It will be produced by Chet Hagan and sponsored by the Gulf Oil Corporation as another in the series of NBC Special News Reports. (This program pre-empts "National Velvet" on this date only.)

Two NBC Newsmen, White House correspondent Ray Scherer and Rio de Janeiro correspondent Wilson Hall, will accompany the President. Buenos Aires correspondent Kenneth Bernstein is in Caracas to make advance preparations for the Venezuela coverage. Correspondent Lee Hall, wife of Wilson Hall, will make similar arrangements in Bogota, Colombia.

Two special NBC News Programs, titled "The President in South America: Reports I and II," will be presented on the NBC Radio Network Friday, Dec. 15 and Monday, Dec. 18 (9:05-9:30 p.m. EST on each date).

As announced previously, they will feature NBC News correspondent Merrill Mueller as anchorman.

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December 11, 1961

JACK HARRIS, (OF KPRC-TV, HOUSTON) RE-ELECTED AS CHAIRMAN  
OF BOARD OF DELEGATES, NBC-TV NETWORK AFFILIATES

Jack Harris of KPRC-TV, Houston, was re-elected Chairman of the Board of Delegates of the NBC Television Network Affiliates at a meeting in Beverly Hills, Calif., Dec. 7.

At the meeting held in conjunction with NBC's 35th anniversary observance and affiliates convention, A. Louis Read, WDSU-TV, New Orleans, was re-elected Secretary-Treasurer. Harold Grams, KSD-TV, St. Louis, and Joseph Bryant, KCBD-TV, Lubbock, Tex., were elected Vice Chairmen.

New members named to the board are Otto Brandt, KING-TV, Seattle, and Charles Batson, WIS-TV, Columbia, S. C. They replace Edwin Wheeler, WWJ-TV, Detroit, and Robert Ferguson, WTRF-TV, Wheeling, W. Va., whose terms expired.

Other board members are Van Beuren De Vries, WGR-TV, Buffalo; Owen Saddler, KMTV, Omaha; Marcus Bartlett, WSB-TV, Atlanta; Richard O. Dunning, KHQ-TV, Spokane; and Richard O. Lewis, KTAR-TV, Phoenix.

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## NBC TELEVISION NETWORK NEWS

December 11, 1961

DRAMATIC STUDY OF 'THE LONELY WOMAN' WILL BE PRESENTED  
AS THE 'PUREX SPECIAL FOR WOMEN' ON THURSDAY, JAN. 4

"The Lonely Woman," a dramatic study of one of the most widespread problems of our society, will be presented on the Thursday, Jan. 4 "Purex Special for Women" (NBC-TV, 3-4 p.m. EST).

The study, written by Elizabeth Blake, will explore the reasons why Americans spend billions of dollars and endless amounts of energy each year in attempts to overcome loneliness.

The script relates the story of Martha Sloan, a wife who, superficially, has a full social life and is generally regarded as the life of the party. A deep study, however, reveals that she is in full flight from her own fear of loneliness, which George Lefferts, producer of the TV special, terms "a fear stemming largely from early experiences of rejection and self-alienation."

Through a series of circumstances, Mrs. Sloan is confronted with the necessity to spend an extended period of time by herself, when she must come face to face with the meaning of loneliness. During the course of her self-examination the play explores many facets of the "loneliness industry" which feeds upon insecurity and the fear of being alone.

Producer Lefferts says, "The creative aspects of loneliness are largely neglected. Loneliness and 'being alone' have become synonymous for millions of Americans. The cult of 'togetherness' and the

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development of 'the team' rather than the individual are further reflections of this attitude."

"The Lonely Woman" will be directed by Lela Swift.

Pauline Frederick (of NBC News), who acts as reporter for the series, will interview several guest experts at the conclusion of the program. Names of the experts and cast will be announced later.

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NBC-New York, 12/11/61



## NBC TELEVISION NETWORK NEWS

December 11, 1961

### MAJOR CHANGE ANNOUNCED IN METHOD OF MEMBERS TO MAKE NOMINATIONS FOR EMMY AWARDS OF THE NATIONAL ACADEMY OF TV ARTS AND SCIENCES

A major change in the method of nominating programs and personalities for Emmy Awards in 26 categories was announced today by the National Academy of Television Arts and Sciences. This is the first revision in the Emmy Award voting structure in the 13 years of the awards. The Emmy Awards ceremonies will be broadcast on the NBC-TV Network for the eighth consecutive year in May, 1962 (date and time to be announced).

More than 5,000 members of the Academy now will submit nominations of their program choices to local Chapter Awards Committees in each of the eight Academy cities -- Baltimore, Chicago, Hollywood, New York, Phoenix, San Francisco, Seattle and Washington, D. C. Nominations will be submitted at regular intervals and the local committees will meet monthly to consider the recommendations of the members and to compile a monthly slate of nominations. Two weeks before the National Awards Committee's Spring meeting, each chapter will submit its final slate of five nominees per category to the national committee. A final ballot of nominees based on the chapter nominations will then be compiled and presented to the Academy Board of Trustees for ratification. It is this ballot on which the members will base their votes for the Emmy Awards.

The Academy believes that the simplified nomination procedure will encourage members to vote on an unlimited scale throughout the year for the programs, performers and craftsmen of their choice, as opposed to casting only one nominating vote at the end of the broadcasting season.

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It will eliminate the necessity for "reminder bulletins" and will bring a more regular scrutiny of TV programming throughout the season, making the final awards more representative of the entire television industry. Other changes have also been announced.

There is the addition of a category for the "outstanding daytime program, specifically created for daytime television" (which brings the number of awards to 26, one more than last year). A change will be made in the awards given to performers in supporting roles. As in previous years, two awards in the general category will be given. This year, however, the awards will be divided between an actor and an actress for supporting roles in a TV presentation regardless of its length or type. (Formerly the awards were divided between program types -- series and single program -- and could be given only to an actor or actress).

A third change is in the wording of the award for creative composition in music, which will now read "to original music composed specifically for television," rather than for achievement "in the field of music for television."

The Emmy Award categories for the 1961-62 season follow:

1. Outstanding Program Achievement in the Field of Humor
2. Outstanding Program Achievement in the Field of Drama
3. Outstanding Program Achievement in the Field of Variety
4. Outstanding Program Achievement in the Field of News
5. Outstanding Achievement in the Field of Educational and Public Affairs Programming
6. Outstanding Program Achievement in the Field of Childrens' Programming
7. Outstanding Single Performance by an Actor in a Leading Role
8. Outstanding Single Performance by an Actress in a Leading Role
9. Outstanding Performance by an Actor in a Series (Lead)

(more)



10. Outstanding Performance by an Actress in a Series (Lead)
11. Outstanding Performance in a Supporting Role by an Actor
12. Outstanding Performance in a Supporting Role by an Actress
13. Outstanding Performance in a Variety or Musical Program or Series
14. Outstanding Daytime Program (Program Specifically Created for Daytime Television)
15. The Program of the Year
16. Outstanding Achievement in Original Music Composed for Television
17. Outstanding Writing Achievement in Drama
18. Outstanding Writing Achievement in Comedy
19. Outstanding Writing Achievement in the Documentary Field
20. Outstanding Directorial Achievement in Drama
21. Outstanding Directorial Achievement in Comedy
22. Outstanding Achievement in Art Direction and Scenic Design
23. Outstanding Achievement in Cinematography for Television
24. Outstanding Achievement in Electronic Camera Work
25. Outstanding Achievement in Film Editing for Television
26. Outstanding Engineering or Technical Achievement

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NBC-New York, 12/11/61





# NBC TELEVISION NETWORK NEWS

December 11, 1961

BROAD INTERNATIONAL INVESTIGATIVE EFFORT IS BEHIND

'NBC WHITE PAPER' ON 'KHRUSHCHEV AND BERLIN,'

EXECUTIVE PRODUCER IRVING GITLIN SAYS

"Khrushchev and Berlin," the forthcoming "NBC White Paper No. 8," will be based on the broadest investigative effort done in this series since the award-winning premiere program, "The U-2 Affair," executive producer Irving Gitlin says.

This detailed examination of how the Soviet premier exploited the Berlin crisis will be presented on the NBC-TV Network Tuesday, Dec. 26 (10-11 p.m. EST).

"As in 'The U-2 Affair,' the subject of our documentary is a series of complicated events which were covered at considerable length and with considerable emotion when they happened, but which have left the American people in various degrees of confusion," Gitlin says. "We are retracing these events in Berlin from June to December, putting them into perspective and re-evaluating their significance.

"Our point is that Khrushchev, knowing exactly what he wanted, faced with the reactions that met his moves, steadily manipulated the Berlin situation to the Communists' advantage."

It took six months to sift the evidence in the confusion surrounding the Berlin developments, Gitlin says. A staff of eight interviewed more than 200 foreign newsmen and officials of West Germany, England, France, Italy and other nations. Over 150,000 feet of news and documentary film from world-wide sources were screened.

(more)



Producer Fred Freed, on an extensive trip to Washington and European capitals, personally discussed the Berlin situation with the foreign ministries of the governments involved. NBC News correspondents contributed their knowledge of the crisis and aided in the vast research project to uncover new material. Special film was shot by NBC camera crews in Berlin, Washington, London, Paris, Bonn and Rome.

The special program will be narrated by NBC News correspondent Chet Huntley. It will be the first of several broadcasts exploring the Communist pattern for conquest, which will be presented periodically on the "NBC White Paper" series.

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NBC-New York, 12/11/61





ADVERTISING COUNCIL COMMENDS 'DR. KILDARE' PROGRAM ON TRAFFIC SAFETY

"Dr. Kildare" has been cited by the Advertising Council for the NBC-TV series' efforts last month toward greater traffic safety.

Specifically, "Dr. Kildare" was cited for the episode, "Holiday Weekend," which was broadcast last Nov. 16. Presented one week before the four-day Thanksgiving weekend, the episode portrayed highway recklessness from the hospital's point of view. The National Safety Council assisted in preparation of the episode and urged TV viewers to watch it.

The citation by the Advertising Council, a public service effort of American industry, credited "Dr. Kildare" with "Undoubtedly ... saving hundreds of lives."

The TV series was cited in a telegram from Theodore S. Repplier, Advertising Council President, to Sol C. Siegel, Vice President in charge of production at MGM studios, Culver City, Calif., where the series is made.

The wire to Mr. Siegel, which also commended the show's production team, said:

"The forceful manner in which you portrayed the disastrous and unnecessary recklessness of careless highway driving served as a dramatic project lesson to countless millions and will undoubtedly contribute to the saving of hundreds of lives.

"'Holiday Weekend' is also a fine example of what television producers and writers can accomplish in the national interest and welfare within the framework of their individual program formats without in any way mitigating against entertainment values."

("Dr. Kildare" is broadcast on NBC-TV Thursdays, 8:30 to 9 p.m. EST.)

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NBC-New York, 12/11/61



DANIEL W. JONES TO HEAD PANEL DISCUSSION ON '21-INCH SCREEN'

Daniel W. Jones, Director of Research, NBC Project 20, will be chairman of a panel discussion on "The 21-Inch Screen Today" Wednesday, Dec. 13, at Carnegie International Center, New York City.

The discussion will be a highlight of a joint conference of the Educational Film Library Association and the New York Film Council titled "Film and Television '61." Panel members will include Lou Hazam, producer, NBC News, who will show an excerpt from his recent NBC-TV color documentary on Vincent Van Gogh. Other panelists will be James MacAndrew, Regents Educational TV Project; Donley Feddersen, Director of Programming, National Educational TV Center; and Robert Costello, Talent Associates-Paramount.

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NBC-New York, 12/11/61





NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLOR BROADCAST SCHEDULE

For January, 1962 (All Times EST)

MONDAY, JAN. 1

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

11:30 a.m.-1:45 p.m. -- "Tournament of Roses Parade." Note: The first 15 minutes of this program includes portions broadcast in black and white only.

1:45 p.m. to -- 28th Annual Sugar Bowl Football Game.  
conclusion

4:45 p.m. to -- 48th Annual Rose Bowl Football Game.  
conclusion

8:30-9 p.m. -- "The Price Is Right."

11:15 p.m.-1 a.m. -- "The Jack Paar Show."

TUESDAY THROUGH FRIDAY, JAN. 2-5

6-6:30 a.m. -- "Continental Classroom" - Contemporary Mathematics.  
(Repeat).

6:30-7 a.m. -- "Continental Classroom" - American Government.

10:30-11 a.m. -- "Play Your Hunch."

11-11:30 a.m. -- "The Price Is Right."

12 noon-12:30 p.m. -- "Your First Impression" (program premieres  
Jan. 2).

2-2:30 p.m. -- "The Jan Murray Show."

11:15 p.m.-1 a.m. -- "The Jack Paar Show." Friday programs are "Best  
of Paar" (Repeats)

(more)



2 - January Color Broadcast Schedule

TUESDAY, JAN. 2

7:30-8:30 p.m. -- "Laramie."

WEDNESDAY, JAN. 3

9-10 p.m. -- "Perry Como's Kraft Music Hall."

10-10:30 p.m. -- "The Bob Newhart Show."

10:30-11 p.m. -- "David Brinkley's Journal."

THURSDAY, JAN. 4

10-11 p.m. -- "Sing Along with Mitch."

FRIDAY, JAN. 5

10-11 p.m. -- "Projection '62."

SATURDAY, JAN. 6

9:30-10 a.m. -- "Pip the Piper."

10-10:30 a.m. -- "The Shari Lewis Show."

10:30-11 a.m. -- "King Leonardo and His Short Subjects."

3 p.m.-to -- 13th Annual Senior Bowl Football Game.  
conclusion

5-6 p.m. -- "All-Star Golf."

7:30-8:30 p.m. -- "Tales of Wells Fargo."

9-11 p.m. --- "Saturday Night at the Movies" - "What Price Glory."

SUNDAY, JAN. 7

6-6:30 p.m. -- "Meet the Press."

7-7:30 p.m. -- "The Bullwinkle Show."

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."

9-10 p.m. -- "Bonanza."

MONDAY THROUGH FRIDAY, JAN. 8-12

6-6:30 a.m. -- "Continental Classroom" - Contemporary Mathematics  
(Repeat).

6:30-7 a.m. -- "Continental Classroom" - American Government.

10:30-11 a.m. -- "Play Your Hunch."

11-11:30 a.m. -- "The Price Is Right."

(more)





### 3 - January Color Broadcast Schedule

#### MONDAY THROUGH FRIDAY, JAN. 8-12 (CONT'D)

12 noon-12:30 p.m. -- "Your First Impression."

2-2:30 p.m. -- "The Jan Murray Show."

11:15 p.m.-1 a.m. -- "The Jack Paar Show." Friday programs are "The Best of Paar" (Repeats).

#### MONDAY, JAN. 8

8:30-9 p.m. -- "The Price Is Right."

#### TUESDAY, JAN. 9

7:30-8:30 p.m. -- "Laramie."

#### WEDNESDAY, JAN. 10

9-10 p.m. -- "Perry Como's Kraft Music Hall."

10-10:30 p.m. -- "The Bob Newhart Show."

10:30-11 p.m. -- "David Brinkley's Journal."

#### THURSDAY, JAN. 11

10-11 p.m. -- "Sing Along with Mitch."

#### SATURDAY, JAN. 13

9:30-10 a.m. -- "Pip the Piper."

10-10:30 a.m. -- "The Shari Lewis Show."

10:30-11 a.m. -- "King Leonardo and His Short Subjects."

5-6 p.m. -- "All-Star Golf."

7:30-8:30 p.m. -- "Tales of Wells Fargo."

#### SUNDAY, JAN. 14

3:45 p.m.-to -- 12th Annual Pro Bowl Football Game.  
conclusion

6-6:30 p.m. -- "Meet the Press."

7-7:30 p.m. -- "The Bullwinkle Show."

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."

9-10 p.m. -- "Bonanza."

10-11 p.m. -- "Theatre 62" - "The Farmer's Daughter."

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4 - January Color Broadcast Schedule

MONDAY THROUGH FRIDAY, JAN. 15-19

6-6:30 a.m. -- "Continental Classroom" - Contemporary Mathematics  
(Repeat).

6:30-7 a.m. -- "Continental Classroom" - American Government.

10:30-11 a.m. -- "Play Your Hunch."

11-11:30 a.m. -- "The Price Is Right."

12 noon-12:30 p.m. -- "Your First Impression."

2-2:30 p.m. -- "The Jan Murray Show."

11:15 p.m.-1 a.m. -- "The Jack Paar Show." Friday programs are "The  
Best of Paar" (Repeats).

MONDAY, JAN. 15

8:30-9 p.m. -- "The Price Is Right."

TUESDAY, JAN. 16

7:30-8:30 p.m. -- "Laramie."

WEDNESDAY, JAN. 17

9-10 p.m. -- "Perry Como's Kraft Music Hall."

10-10:30 p.m. -- "The Bob Newhart Show."

10:30-11 p.m. -- "David Brinkley's Journal."

THURSDAY, JAN. 18

10-11 p.m. -- "Sing Along with Mitch."

FRIDAY, JAN. 19

9:30-10:30 p.m. -- "Bell Telephone Hour."

SATURDAY, JAN. 20

9:30-10 a.m. -- "Pip the Piper."

10-10:30 a.m. -- "The Shari Lewis Show."

10:30-11 a.m. -- "King Leonardo and His Short Subjects."

5-6 p.m. -- "All-Star Golf."

7:30-8:30 p.m. -- "Tales of Wells Fargo."

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## 5 - January Color Broadcast Schedule

### SUNDAY, JAN. 21

6-6:30 p.m. -- "Meet the Press."

7-7:30 p.m. -- "The Bullwinkle Show."

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."

9-10 p.m. -- "Bonanza."

### MONDAY THROUGH FRIDAY, JAN. 22-26

6-6:30 a.m. -- "Continental Classroom" - Contemporary Mathematics  
(Repeat).

6:30-7 a.m. -- "Continental Classroom" - American Government.

10:30-11 a.m. -- "Play Your Hunch."

11-11:30 a.m. -- "The Price Is Right."

12 noon-12:30 p.m. -- "Your First Impression."

2-2:30 p.m. -- "The Jan Murray Show."

11:15 p.m.-1 a.m. -- "The Jack Paar Show." Friday programs are "The  
Best of Paar" (Repeats).

### MONDAY, JAN. 22

8:30-9 p.m. -- "The Price Is Right."

### TUESDAY, JAN. 23

7:30-8:30 p.m. -- "Laramie."

### WEDNESDAY, JAN. 24

10-11 p.m. -- "David Brinkley: Our Man in Vienna."

### THURSDAY, JAN. 25

10-11 p.m. -- "Sing Along with Mitch."

### FRIDAY, JAN. 26

9:30-10:30 p.m. -- "The Dinah Shore Show."

### SATURDAY, JAN. 27

9:30-10 a.m. -- "Pip the Piper."

10-10:30 a.m. -- "The Shari Lewis Show."

10:30-11 a.m. -- "King Leonardo and His Short Subjects."

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6 - January Color Broadcast Schedule

SATURDAY, JAN. 27 (CONT'D)

5-6 p.m. -- "All-Star Golf."

7:30-8:30 p.m. -- "Tales of Wells Fargo."

9-11 p.m. -- "Saturday Night at the Movies" - "Cheaper by the Dozen."

SUNDAY, JAN. 28

2:30-5 p.m. -- NBC Opera Company presents "Don Giovanni" (Repeat).

6-6:30 p.m. -- "Meet the Press."

7-7:30 p.m. -- "The Bullwinkle Show."

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."

9-10 p.m. -- "Bonanza."

MONDAY THROUGH WEDNESDAY, JAN. 29-31

6-6:30 a.m. -- "Continental Classroom" - Contemporary Mathematics  
(Repeat).

6:30-7 a.m. -- "Continental Classroom" - American Government.

10:30-11 a.m. -- "Play Your Hunch."

11-11:30 a.m. -- "The Price Is Right."

12 noon-12:30 p.m. -- "Your First Impression."

2-2:30 p.m. -- "The Jan Murray Show."

11:15 p.m.-1 a.m. -- "The Jack Paar Show." Friday programs are "The  
Best of Paar" (Repeats).

MONDAY, JAN. 29

8:30-9 p.m. -- "The Price Is Right."

TUESDAY, JAN. 30

7:30-8:30 p.m. -- "Laramie."

WEDNESDAY, JAN. 31

9-10 p.m. -- "Perry Como's Kraft Music Hall."

10-10:30 p.m. -- "The Bob Newhart Show."

10:30-11 p.m. -- "David Brinkley's Journal."

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NBC-New York, 12/11/61





2-X-H NBC TELEVISION NETWORK NEWS

December 12, 1961

BOB HOPE WILL LEAD TROUPE OF STARS TO ENTERTAIN  
GIs IN THE ARCTIC DURING YULETIDE AND FILM  
HIGHLIGHTS FOR NBC-TV SPECIAL SHOW

Bob Hope will lead a troupe of stars to the Arctic to entertain U. S. servicemen over the Christmas holidays for his 10th annual Yuletide tour of American overseas bases.

In addition to bringing holiday cheer to GIs away from home, Hope will film the tour's highlights for his second NBC-TV special show this season, to be broadcast on the network Wednesday, Jan. 24 (9-10 p.m. EST). The TV show, in black and white, will pre-empt "Perry Como's Kraft Music Hall" color program that night.

The Jan. 24 "Bob Hope Show" is one of five special programs to be sponsored by Chrysler Corporation on NBC-TV during the coming Winter and Spring. As previously announced, the second show in the series will be "The Broadway of Lerner and Loewe," to be color broadcast Sunday, Feb. 11 (7:30-8:30 p.m. EST). The agency for Chrysler is the Leo Burnett Company Inc.

Hope will start his trip from Los Angeles Wednesday, Dec. 20 and will return there Friday, Dec. 29. Joining the comedian for the nine-day trip will be Hollywood personalities including Jayne Mansfield, Dorothy Provine, Jerry Colonna, Anita Bryant and Rosemary Franklin, current "Miss World" title holder. Other stars will be announced.

The troupe will perform at Argentia Naval Base and Harmon Air Base, Newfoundland; Goose Bay, Labrador (on Christmas Day); Forbisher Bay Air Base, Baffin Island, Sonderstrom Air Base and Thule, Greenland.

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In addition to the shows at the bases, Hope, as is his custom, also will visit hospitals and other areas of the installations with informal entertainment and greetings to the GIs who can't attend the regular performances.

The trip will mark Hope's return engagement to the Arctic, which he last visited in December, 1955. In other Christmas seasons, Hope has entertained American airlift troops in areas including Berlin, the Pacific bases, Alaska, North Africa, Europe and the Caribbean.

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NBC-New York, 12/12/61





December 12, 1961

19 NEW MEMBERS TO BE HONORED AT ANNUAL LUNCHEON  
OF NBC TWENTY-FIVE YEAR CLUB IN NEW YORK

Nineteen new members of the Twenty-Five Year Club of the National Broadcasting Company will be honored at a luncheon in the Empire Room of the Waldorf-Astoria Hotel in New York Friday, Dec. 15.

Watches and certificates will be presented to the new members by Robert W. Sarnoff, Chairman of the Board of NBC. Robert E. Kintner, President of NBC, will address the luncheon group. Merv Griffin, host of NBC-TV's "Play Your Hunch," and singer Betty Johnson will entertain.

There are 375 active and retired NBC employees in New York and elsewhere who have been with the company 25 years or more.

The new members of the club are:

Henry D. Albert, Technical Director; Robert Bielli, Design Draftsman; William R. Brinkmeyer, Sound Effects Technician; Vivian Copeland, Secretary, Legal Department; John Costello, Announcer, TV Network Programs; Joan DeMott, Secretary, Radio Network Business Affairs; Stoddard C. Dentz, Technical Director; Elmer J. Dustin, Maintenance Engineer; Phyllis Farr, Executive Secretary, TV Network Programs; Raymond F. Glendon, Maintenance Engineer; Allan D. Henderson, Manager, Film Operations; Ross Martindale, Sound Effects Technician; Morten C. Nelsen, Studio Field Engineer; Roland J. Paradis, Transmitter Engineer; William M. Patterson, Technical Director; Maxwell F. Russell, Sound Effects Technician; Augustus J. Sisko, Maintenance Engineer; Jerry Truhlar, Maintenance Engineer, and Frank L. Wright, Maintenance Engineer.

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# NBC TELEVISION NETWORK NEWS

December 12, 1961

A NEW TWIST--THE MAMBO TWIST--WILL HELP GREET 1962 AS NBC-TV OFFERS

"NEW YEAR'S EVE PARTY, STARRING XAVIER CUGAT AND ABBE LANE"

Chock Full O' Nuts Sponsors Hour Marking Turn of the Year in N.Y.

There will be a new twist -- the mambo twist -- when the NBC-TV Network ends one year of programming and starts the next with a special "New Year's Eve Party, Starring Xavier Cugat and Abbe Lane," starting at 11:15 p.m. EST, Sunday, Dec. 31, and continuing to 12:15 a.m. EST, Monday, Jan. 1.

The full-hour program, which will originate at the Starlight Roof of New York's Waldorf-Astoria Hotel, will be sponsored by the Chock Full O' Nuts Corporation. The agency is Peerless Advertising Inc.

In addition to Miss Lane -- who will introduce the new dance -- and Cugat with his 17-piece orchestra, the show will feature vocalist Page Morton and the dance team of Augie and Margo. The program also will include the traditional midnight pickup of the excitement and merriment generated by the crowd in New York's Times Square to greet the new year.

Miss Morton, who has appeared in many East Coast supper clubs and hotels, will sing two songs from her latest album, "May You Always." The sponsor's messages will be presented by Miss Morton and Jimmy Durante (the latter making his debut in a filmed TV commercial).

Sid Smith, whose TV credits include "Wide Wide World" and the "Bell Telephone Hour," will be producer-director of the special show.

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**THE NATIONAL BROADCASTING COMPANY**

*Rockefeller Plaza, New York 20, N. Y.*

2-X-H

December 13, 1961

THOMAS W. SARNOFF PROMOTED TO POST OF VICE PRESIDENT,  
WEST COAST, FOR THE NATIONAL BROADCASTING COMPANY

Thomas W. Sarnoff has been promoted to the post of Vice President, West Coast, for NBC, it was announced today by Robert E. Kintner, President of the National Broadcasting Company.

Mr. Sarnoff, who has been Vice President, Administration, West Coast, succeeds John K. West, who has resigned to accept an executive position with the Radio Corporation of America. The changes are effective Jan. 1, 1962. In his new position, Mr. Sarnoff will report to Mr. Kintner.

Mr. Sarnoff entered television with the American Broadcasting Company in Los Angeles in 1949, working up from floor manager through assistant director and assistant to the production manager to supervisor of sales operations. He then gained film production experience at the Metro-Goldwyn-Mayer studios before joining NBC's Pacific Division in 1952 as assistant to the director of finance and operations. He later became director of production and business affairs and was elected an NBC Vice President in 1957. He was promoted to Vice President, Administration, West Coast, in February, 1960.

The youngest son of Brig. General and Mrs. David Sarnoff, Mr. Sarnoff was born in New York on Feb. 23, 1927. He attended Columbia Grammar School and Phillips Academy. His studies at Princeton University were interrupted in 1945 by military service as a combat engineer at

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Ft. Leonard Wood and a Signal Corps instructor at West Point.

He took a degree in electrical engineering at Stanford University in 1948 and studied for a year at Stanford's Graduate School of Business Administration. Mr. Sarnoff is married to the former Janyce Lundon and they have two children.

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NBC-New York, 12/13/61





December 13, 1961

FIRST U.S. ATTEMPT TO PUT ASTRONAUT IN GLOBAL ORBIT  
WILL GET DETAILED NBC NEWS COVERAGE ON TV AND RADIO

The first attempt by the United States to place an astronaut in orbit around the earth, expected sometime next month, will be covered live on the NBC Television and Radio Networks.

The NBC News coverage will include the preparations for the shoot, the launching of the Atlas missile from Cape Canaveral, the recovery of the astronaut after his scheduled three-orbit attempt and a press conference by officials of the National Aeronautics and Space Administration evaluating the results of the flight.

Marine Lieutenant Colonel John H. Glenn Jr. has been named as prime astronaut for the attempt and Navy Commander Scott Carpenter as the alternate. The launching had been set for late December but was postponed. It is now scheduled to take place after Jan. 1, and possibly as early as mid-January.

The NBC-TV coverage, starting with the "Today" program (7-9 a.m. EST), will feature Frank McGee as anchorman in New York and Roy Neal as correspondent at Canaveral. Chet Hagan will be producer, Jerry Jacobs associate producer, and James Kitchell associate producer and director at the Cape. NBC will have a staff of 30 newsmen and technicians on the scene, in addition to its contribution of personnel and equipment to the all-network pool. NBC News correspondents participating in the pool will include Herbert Kaplow, Peter Hackes and Joseph Michaels.

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The special TV coverage, including all events on the day of the flight and a special program that night, will be sponsored by the Gulf Oil Corporation, as part of the continuing series of NBC Special News Reports. Among other space coverage sponsored by Gulf were the first and second manned launchings from Canaveral and the recent orbiting of a chimpanzee.

The NBC Radio coverage, which will also include all major events at Canaveral on the day of the flight, will feature NBC News correspondents Merrill Mueller and Jay Barbree at the scene. Russ Tornabene will be producer.

NBC News has pioneered in coverage of major space events since 1957, when the network presented a special program on an Atlas launching. This program, featuring correspondent Roy Neal at the scene, was filmed from a point down the beach from Canaveral, because at the time news cameras were not permitted on the missile base itself.

NBC's first live broadcast from Canaveral was presented on August 17, 1958, when a Thor-Able missile, aimed for orbit around the moon, went off course and was detonated in a spectacular mid-air explosion. This program opened the way for an increasing number of live programs from Canaveral as the nation's space effort has gained momentum.

Since then NBC News has presented live coverage of two other moon probes, the entire Project Mercury man-in-space series of launchings (including the two manned sub-orbital flights), the unsuccessful Mercury Atlas 3 attempt to place a space capsule in orbit, the first launching of the new Saturn missile last month and exclusive programming covering the orbital flight of a chimpanzee.

Thus, in its space coverage, NBC News was first to present live TV programming from Canaveral, is the only network news organization

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3 - Astronaut

to have offered exclusive live coverage, and has covered the greatest number of events at the missile base.

The coverage of the manned orbital flight will be under the general supervision of Elmer W. Lower, Director of News and Public Affairs, in New York, and Donald Meaney, Manager of Special News Programs, at Canaveral.

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NBC-New York, 12/13/61





December 13, 1961

'PROJECT 20' PRODUCTION OF 'THE COMING OF CHRIST' IS ONLY  
U.S. FILM WINNING HONORS IN THREE WORLD FESTIVALS

The NBC-TV "Project 20" production of "The Coming of Christ" is the sole American film to win certificates of merit in three international film festivals, CINE announced in Washington, D.C., last night (Dec. 12).

CINE, the Committee on International Non-Theatrical Events, a voluntary organization set up at the request of the United States State Department, announced U. S. award-winning films in the festivals of Edinburgh, Venice and Vancouver.

Awards for "The Coming of Christ" were made to Donald B. Hyatt, producer-director of "Project 20," and "to his creative staff." The program was one of five films screened at an exhibition tonight.

("The Coming of Christ" will be broadcast in color for the second successive year on NBC-TV Wednesday, Dec. 21, at 8:30 p.m. EST).

"High quality American films are political and cultural tools overseas," Dr. Lawrence G. Derthick, former U. S. Commissioner of Education and now an executive of the National Education Association, said in a speech welcoming the award winners. He likened the winning films to a team of Olympic athletes whose accomplishments bring honor to their country.

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"The Coming of Christ," utilizing the strikingly realistic still-pictures-in-action technique "Project 20" introduced to television, brings to life some 300 masterpieces of painting of the late Middle Ages and the Renaissance -- works drawn from 30 museums and private collections around the world. The script, written by Richard Hanser, is almost wholly in the words of the King James version of the Bible. The original orchestral score was composed and conducted by Robert Russell Bennett.

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NBC-New York, 12/13/61





HOLIDAY NEWS FROM NBC

December 13, 1961

NBC-TV'S CHRISTMAS SCHEDULE

Church Services, Opera and Special Programs  
To Highlight Holiday Broadcasts

A Christmas Day service in Washington Cathedral (Protestant Episcopal), Washington, D. C., and a Christmas Eve Midnight Mass in St. Patrick's Cathedral (Roman Catholic), New York City, will be the devotional highlights of the NBC-TV Network's holiday schedule.

The warmly acclaimed "Project 20" production of "The Coming of Christ" will be presented for the second successive year, and the NBC Opera Company production of Gian Carlo Menotti's "Amahl and the Night Visitors" for the eleventh.

A holiday entertainment taped at the Cirque d'Hiver in Paris will offer a full complement of clowns, aerialists, acrobats, jugglers, comedians and pipers in "International Showtime." Soprano Lisa della Casa and ballet stars Edward Villella and Violette Verdy will be among the principals in "A Trip to Christmas," an hour of music, dance and narrative.

Details of these and other holiday programs follow (All times EST):

WEDNESDAY, DEC. 20

8:30-9 p.m.  
(COLOR)

"The Coming of Christ," the highly-acclaimed

"Project 20" production broadcast in color for the second successive year. The now-famous still-pictures-in-action technique introduced to TV by

(more)





2 - Christmas Programs

WEDNESDAY, DEC. 20 (CONT'D)

8:30-9 p.m.  
(COLOR) (CONT'D)

"Project 20" brings to life some 300 masterpieces of painting from the late Middle Ages and the Renaissance. Alexander Scourby reads the narration, which is almost wholly in the words of the King James version of the Bible. The original orchestral score is by Robert Russell Bennett. Bennett conducts the score, which takes its main theme from "O Dulcissimo Jesu," one of the oldest Gregorian chants.

9-10 p.m.  
(COLOR)

"Perry Como's Kraft Music Hall" presents his traditional holiday show with guests including Tom Tichenor and his puppets from the current Broadway musical "Carnival," and "Pianorama 8," eight pairs of young duo-pianists.

10-10:30 p.m.  
(COLOR)

"The Bob Newhart Show" presents Newhart as a somewhat modern St. Nick in one sketch, and as a man who receives a telephone call from a friend during a Christmas office party in another. Activity in Santa's workshop and his visits to the deserving also will be dramatized in the Newhart manner. Music by the Four Freshmen.

THURSDAY, DEC. 21

8:30-9:30 p.m.

"Dr. Kildare," starring Raymond Massey as Dr. Gillespie and Richard Chamberlain as Dr. Kildare, presents "Season to Be Jolly." Doctors Kildare and Gillespie work on the case of a sidewalk Santa Claus (Dan O'Herlihy) who is drunk and despondent.

(more)



### 3 - Christmas Programs

#### THURSDAY, DEC. 21 (CONT'D)

9:30-10 p.m.

"Hazel," starring Shirley Booth in the title role, presents "Hazel's Christmas Shopping." Working evenings in a department store to earn Christmas shopping money, Hazel unwittingly aids a shoplifter.

10-11 p.m.  
(COLOR)

"Sing Along with Mitch" presents the Christmas-card holiday of Charles Dickens' day, the traditional Procession of the Kings, Christmas in the desert with the Army, and a contemporary Christmas. Solo vocalists are Diana Trask, Leslie Uggams and William Ventura. Music will include "Joy to the World," "O Come All Ye Faithful," "Santa Claus Is Coming to Town," "God Rest Ye Merry, Gentlemen," "Deck the Halls," "Greensleeves" (William Ventura), "The Twelve Days of Christmas," "The Christmas Song" (Diana Trask), "White Christmas," "It Came Upon a Midnight Clear," "We Three Kings," "O Little Town of Bethlehem," "Christmas Spirit," "Rudolph, the Red-Nosed Reindeer," "Sleigh Ride," "Mary's Boy Child" (Leslie Uggams), "We Wish You a Merry Christmas," "Jingle Bells," "The First Noel," "Hark, the Herald Angels Sing," "Silent Night."

#### FRIDAY, DEC. 22

7:30-8:30 p.m.

"International Showtime," with Don Ameche as host, presents "Christmas at the Paris Circus," taped at the Cirque d'Hiver in Paris. The

(more)





FRIDAY, DEC. 22 (CONT'D)

7:30-8:30 p.m.  
(CONT'D)

performers, brought together from many countries, include girl pipers, acrobatic fencers, trained chimpanzees, trapeze artists, jugglers, clowns and comedians.

9:30-10:30 p.m.  
(COLOR)

"A Trip to Christmas," a "Bell Telephone Hour" holiday program of music, dance and readings, with Jane Wyatt as hostess. The star performers include Lisa della Casa, soprano, with the Schola Cantorum and Bell Symphony Orchestra conducted by Donald Voorhees; Violette Verdy and Edward Villella, dancers; John Raitt, Jane Morgan and the Lennon Sisters, vocalists.

Jane Wyatt will narrate the Nativity and "A Letter to Virginia." Music will include "Silver Bell" (Chorus), "The Christmas Feeling" (Raitt), "Christmas Waltz" (Jane Morgan), "Santa Claus Is Coming to Town" (Lennon Sisters), "White Christmas (Company), "Deck the Halls" (Company), "God Rest Ye Merry, Gentlemen" (Raitt), "It Came upon a Midnight Clear" (Jane Morgan), "Caroling, Caroling" (Lennon Sisters), "The Star Carol" (Raitt and chorus), "O Little Town of Bethlehem" (Jane Morgan), "Away in the Manger" (Lennon Sisters), "Joy to the World" (Company), "I Wonder as I Wander" (Schola Cantorum), "Ave Maria" (Lisa della Casa), "Come unto Him" (Lisa della Casa), "Fantasia on Christmas Carols"

(more)



## 5 - Christmas Programs

### FRIDAY, DEC. 22 (CONT'D)

9:30-10:30 p.m.  
(COLOR) (CONT'D)

(Lisa della Casa and Schola Cantorum), "O,  
Come All Ye Faithful" (Company), "Silent  
Night" (Company).

Violette Verdy and Edward Villella will perform  
a Pas de Deux from the Tschaikowsky "Nut-  
cracker," -- with Miss Verdy as the Sugar Plum  
Fairy and Villella as her Cavalier.

10:30-11 p.m.

"Frank McGee's Here and Now" presents the story  
of the first Christmas through drawings by  
children of St. George's Episcopal Church  
Sunday School, New York City. McGee had them  
sketch Nativity scenes with crayons and draw-  
ing paper. As the students' drawings describe  
the first Christmas, McGee will read from the  
Gospels of St. Luke and St. Matthew.

### SUNDAY, DEC. 24

4-5 p.m.

"Amahl and the Night Visitors," opera by Gian  
Carlo Menotti, with Kirk Jordan as Amahl, and  
Rosemary Kuhlmann as his Mother. This will be  
the 11th annual Christmas presentation of the  
work, commissioned by NBC and given its world  
premiere on Christmas Eve, 1951, and the first  
presentation of this season by the NBC Opera  
Company. The story concerns Amahl, a crippled  
boy who lives in poverty with his mother.  
They are visited one night by the Three Kings  
who are searching for the "Child About to be  
Born." Although Amahl and his mother have no  
(more)





SUNDAY, DEC. 24 (CONT'D)

4-5 p.m.  
(CONT'D)

food, they offer hospitality to the visitors. When the visitors tell the mother of their quest, she expresses sorrow that she has nothing to send as a gift. Amahl offers them his home-made wooden crutch. He is miraculously cured of his lameness, and follows the Three Kings on their journey to give his own thanks to the Child.

5-6 p.m.

"The Nation's Future" presents three distinguished representatives of politics, psychoanalysis and science in a discussion of why they believe these areas of human activity do not conflict with religion. The speakers will be Senator Eugene J. McCarthy (D.-Minn.), Dr. Rollo May, psychoanalyst and author, and Dr. Kirtley F. Mather, professor emeritus of geology, Harvard University, and retiring president of the American Academy of Arts and Sciences. The topic: "Religion in the Nuclear Age." Edwin Newman will be moderator. Questions from a selected audience of clergymen, scientists and political figures will be answered by the speakers.

6:30-7 p.m.  
(COLOR)

"1,2,3--Go!" will be broadcast in color and will present a musical program for children, featuring the first television performance of "The Little Star of Bethlehem," a symphonic narrative by George Kleinsinger,

(more)



7 - Christmas Programs

SUNDAY, DEC. 24 (CONT'D)

6:30-7 p.m.  
(COLOR) (CONT'D)

with story by Paul Tripp. This composition and other musical selections will be played by the 50-piece NBC Concert Orchestra conducted by Frank Brief. Richard Thomas, co-star of the program with Jack Ilescoulie, will narrate "The Little Star of Bethlehem" story, and animations of children's drawings interpreting the theme will provide a colorful visual background. Richard and Jack, performing on the double bass and trombone respectively, will play the "Toreador Song" from "Carmen."

8:30-9 p.m.

"Car 54, Where Are You?" -- starring Joe E. Ross and Fred Gwynne as police officers Toody and Muldoon -- presents "Christmas at the 53rd." Toody is co-chairman of the entertainment committee for the precinct's Christmas party.

12 mid.-1:45 a.m.

Christmas Eve Midnight Mass, broadcast live from St. Patrick's Cathedral, New York City. (Details to be announced).

CHRISTMAS DAY, MONDAY, DEC. 25

11 a.m.-12 noon

"Christmas at Washington Cathedral," a Choral Service of the Holy Communion broadcast live from Washington Cathedral (Protestant Episcopal) in the nation's capital. The Very Rev. Francis B. Sayre Jr., Dean of

(more)





8 - Christmas Programs

CHRISTMAS DAY, MONDAY, DEC. 25 (CONT'D)

11 a.m.-12 noon  
(CONT'D)

Washington Cathedral, will be the celebrant, and the Rt. Rev. William F. Creighton, Bishop Coadjutor, Diocese of Washington, will deliver the Christmas message. The Washington Cathedral Choir of Men and Boys, with Paul Calloway directing, will sing.

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NBC-New York, 12/13/61



2-XNBC TELEVISION NETWORK NEWS

December 14, 1961

'CHAMPIONSHIP DEBATE,' WITH TOP COLLEGE TEAMS, TO BE SATURDAY FEATURE  
ON NBC-TV NETWORK, AND WILL CULMINATE IN A NATIONAL CHAMPIONSHIP  
NBC News Series Has Cooperation of Forensic and Student Associations

"Championship Debate," a new series featuring competition between the country's top collegiate debating teams and culminating in a national television debate championship, will be broadcast on the NBC-TV Network Saturday afternoons starting Feb. 3 (12:30-1 p.m. EST), it was announced today by William R. McAndrew, Executive Vice President, NBC News.

Moderator for the series will be Dr. James H. McBath, Professor of Speech at the University of Southern California and President of the American Forensic Association. The debates will originate live from New York in front of studio audiences.

"Championship Debate" will be an NBC News presentation in cooperation with the American Forensic Association and the American Student Foundation. George A. Heinemann will be the executive producer and Blair Chotzinoff the producer.

Two intercollegiate debating teams, of two students each, will compete each week. The debate topics will cover a wide range of timely national, international and social problems of general interest. Three college debate coaches drawn from the American Forensic Association districts not represented by each week's competing teams will serve as judges.

(more)





## 2 - 'Championship Debate'

The series of debates will open with eight "District Finals." In these debates, two of the top teams in each of the eight American Forensic Association districts into which the country is divided, will compete. The winners will then meet in the "National Quarter-Finals," the "Semi-Finals" and then in a "Final" match to decide the national television debate champions.

A cash award will be presented each week to both colleges represented on the program. Team members also will receive prizes.

The American Forensic Association, under whose auspices the debates will be conducted, is the national organization of high school and college directors of forensics. Its membership comprises the debate coaches of more than 500 colleges in 50 states.

"Championship Debate" will take the time period now occupied by "Watch Mr. Wizard," which will be seen at 12 noon EST effective Feb. 3 replacing "Update." "Update" will be broadcast Sundays at 5:30 p.m. EST starting Feb. 4. NOTE: It was originally announced that "Update" would move to Sundays starting Jan. 21.

NBC-New York, 12/14/61



December 14, 1961

IRA WOLFF IS APPOINTED MANAGER,  
SALES PLANNING, FOR NBC FILMS

Ira Wolff has been appointed to the newly created position of Manager, Sales Planning, for NBC Films, it was announced today by Morris Rittenberg, President, NBC Films.

As Manager of Sales Planning, Mr. Wolff will work closely with sales and promotion managers of local stations, national and regional advertisers, and with the NBC Films sales executives. He will develop creative campaigns designed to meet the particular needs of these groups. He will also direct the advertising, promotion and sales development activities for NBC Films.

Mr. Wolff was Manager, Sales Promotion, for NBC Television from 1957 to the present. He joined NBC in 1954 as Supervisor, Sales Presentations, for the "Today"- "Home"- "Tonight" group. Prior to that he was a copywriter at Dancer-Fitzgerald-Sample.

Mr. Wolff is a graduate of New York University and lives in Manhattan.

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December 15, 1961

COLGATE ALLOCATES VIRTUALLY ALL OF ITS DAYTIME NETWORK TV BUDGET  
FOR 1962 TO PROGRAMS ON THE NBC TELEVISION NETWORK

The Colgate-Palmolive Company has allocated virtually its entire advertising budget for daytime network television in 1962 to programs on NBC-TV, it was announced today by Don Durgin, Vice President, NBC Television Network Sales. The company, which placed almost all of its daytime sponsorship with NBC-TV in 1961, has greatly expanded its daytime TV schedule for 1962.

Colgate's large daytime order will include weekly quarter-hours on "Play Your Hunch," "Here's Hollywood," "The Jan Murray Show," and "The Price Is Right." In addition, Colgate has purchased five-day-a-week full sponsorship of "NBC News Report" (2:25 to 2:30 p.m. NYT, Monday-through-Friday), beginning Jan. 2, 1962.

"NBC News Report" will be an up-to-the-minute summary highlighting aspects of world and national news of particular interest to women. Scheduled approximately midway between NBC-TV's 12:55 p.m. (NYT) and 4:55 p.m. (NYT) news reports on NBC-TV, the new "NBC News Report" will originate from Chicago and feature NBC newsman Floyd Kalber.

Mr. Durgin said he was delighted that Colgate, which is also an NBC nighttime advertiser, has again found NBC-TV daytime best suited to meet its advertising objectives in this important area.

The order was placed through Lennen & Newell Inc. and Ted Bates & Company.

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# MONITOR

## THE NBC WEEK-END RADIO SERVICE

DISCUSSION ABOUT THE CONGO BY BRITAIN'S U.N. DELEGATE  
AND YULE CAROLS BY KOREAN CHILDREN AMONG HIGHLIGHTS  
OF FRANK MCGEE'S "MONITOR" END-OF-WEEK NEWS WRAPUP

A discussion about the Congo with Sir Patrick Dean, Great Britain's delegate to the United Nations, and Christmas carols sung by a choir of Korean children will be two of the highlights on Frank McGee's three-hour segment of NBC Radio's "Monitor '61" Sunday, Dec. 17, (7-10 p.m. EST), the most comprehensive end-of-the-weekend news wrapup in any medium.

President Kennedy's trip to South America will be featured as the "big story of the week." The Air Force colonel in charge of the Presidential airplanes will be interviewed.

Other features of the three-hour news segment are:

...An interview with Spencer Tracy in Berlin, at the opening of "Judgment at Nuremberg" (the first radio interview he has given in 20 years).

...A discussion with Dr. Margaret Mead, one of the world's foremost anthropologists, about the commercial approach to Christmas.

...A report from Hong Kong by NBC Newsman James Robinson on the "two faces" of China -- Communist and Nationalist.

...An interview with a 65-year-old Peace Corps volunteer undergoing training at Columbia University for duty in Sierra Leone.

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NBC-New York, 12/15/61





JACK TRACY  
ROOM 320

2-X-H

HOLIDAY NEWS FROM NBC



## Greetings

The NBC Press Department  
extends heartiest best wishes for a  
very merry Christmas and an  
especially happy New Year.





# NBC TELEVISION NETWORK NEWS

December 18, 1961

## "HERE'S HOLLYWOOD" TO ENLARGE SCOPE OF INTERVIEWS

Experts in Various Fields to Be Added to Celebrity Showcase

NBC-TV's celebrity showcase for daytime viewers, "Here's Hollywood," has plans to enlarge the scope of its interviews to include experts on topics of particular interest to women.

Beginning in 1962, co-hosts Jack Linkletter and Helen O'Connell will chat with authorities who can advise weekday afternoon viewers how to do such things as improving makeup and training the family pet. There also are plans to talk with a top dress designer, a stunt woman, a director, a psychiatrist, a producer, a singer and a wide variety of top personalities famous in other fields, in addition to showbusiness celebrities as now featured on the show.

"Here's Hollywood" is televised on NBC-TV Mondays through Fridays, 4:30-4:55 p.m. EST.

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NBC'S DONALD B. HYATT HAILS SIGNIFICANCE  
OF GOLD OWL AWARD TO "PROJECT 20"

Accepting an award to "Project 20" yesterday (Dec. 17) as "TV show of the year," Donald B. Hyatt, producer-director of the NBC-TV unit, said "it has dramatically reinforced our basic conviction that entertainment rooted in reality can not only contribute to the stature of television, but win widespread acceptance from the public as well."

Hyatt accepted a Gold Owl, "symbol of excellence in entertainment," at the first annual Gold Owl Awards presentation held by Show Business Illustrated. Jack Paar was awarded a Gold Owl as "TV personality of the year."

Awards were presented to "the best performers and products of the performing arts of 1961." The presentations were made in the Henry Miller Theater, New York City, before an audience of 700 representing every phase of the entertainment world.

The citation to "Project 20" said: "'The Real West' and other '20' projects took a long, hard and, for a television show, refreshing look at reality."

"All of us in 'Project 20' are deeply pleased and we don't mind admitting it," Hyatt said. "The Owl Award has given us the sense of honest gratification that goes with such an honor...and it will make us try a little harder next year."

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NBC-TV NETWORK PROGRAM

ADDED CASTING ANNOUNCED FOR 'THE LONELY WOMAN,'  
THE JAN. 4 "PUREX SPECIAL FOR WOMEN"

Additional casting for "The Lonely Woman," full-hour "Purex Special for Women" of Thursday, Jan. 4 (NBC-TV, 3 to 4 p.m. EST) was announced today by producer George Lefferts. The role of the husband, Steve, will be played by Ward Costello. Louise Latham will play Sally, Dean Stolber the grocery delivery boy and Frank Campanella the bartender. (As previously announced, Nan Martin will star in the title role.)

The drama, by Elizabeth Blake, will be directed by Lela Swift and will have Pauline Frederick of NBC News acting as reporter for a panel discussion at the conclusion of the program.

NBC-New York, 12/18/61





NBC COLOR TELEVISION NEWS



December 18, 1961

CORRECTION FOR NBC-TV NETWORK COLORCAST SCHEDULE FOR JANUARY

Saturday, Jan. 6

5-6 PM

Kill: "All-Star Golf" on this date.

Program will be pre-empted by  
color coverage of the Senior Bowl  
Football Game.

PANELIST ADDITION FOR DEC. 24 'MEET THE PRESS'

Peter Lisagor of the Chicago Daily News will be a panelist on "Meet the Press" Sunday, Dec. 24 in place of Marquis Childs of the St. Louis Post-Dispatch. The guest on the program will be Sargent Shriver, director of the Peace Corps. The program will be taped Friday in Washington for broadcast Sunday (NBC-TV, in color, 6-6:30 p.m. EST; NBC Radio, 6:30 p.m. EST).

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NBC COLOR TELEVISION NEWS



December 18, 1961

LORNE GREENE (BEN CARTWRIGHT OF 'BONANZA')

AND ACTRESS-ARTIST NANCY DEALE ARE WED

Lorne Greene, who portrays widowed Ben Cartwright on NBC-TV's "Bonanza" color series, now has a real-life bride.

Greene, 46, was married Sunday (Dec. 17) to actress-artist Nancy Deale, 28, at private ceremonies in Hollywood.

The couple will delay a honeymoon trip until after the first of the year due to television commitments.

Greene, in his third season as star of TV's top-rated Western series, was formerly chief newscaster for the CBC in Canada. He gave up his radio career in 1953 to become an actor, and after several Broadway seasons turned to Hollywood.

Mrs. Greene also is a veteran of the New York stage, having appeared in off-Broadway productions, including "Hedda Gabler" and "Anastasia." She also appeared in the films "Shadows" and "Story of Ruth." Her professional name is Lisa Cummings. The couple met in New York three years ago.

They will make their home in Sherman Oaks, Calif.

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**THE NATIONAL BROADCASTING COMPANY**

*Rockefeller Plaza, New York 20, N. Y.*

December 18, 1961

**WHO'S WHO IN NBC NEWS**

William R. McAndrew	Executive Vice President, NBC News
Julian Goodman	Vice President, NBC News
Carl Lindemann Jr.	Vice President, Special Projects, News
Irving Gitlin	Executive Producer, Creative Projects
Elmer W. Lower	Director, News and Public Affairs
Rex Goad	Director, News
Leonard Allen	Manager, News
Donald Meaney	Manager, Special News Programs
Russell C. Tornabene	Manager, News Operations, New York
Samuel Sharkey	Night Manager, News
Eugene Juster	Director, News Films
Arthur Wakelee	Weekend Manager, News
Edward Stanley	Director, Public Affairs
George Heinemann	Manager, Public Affairs
Burroughs H. Prince	Manager, Local News
William Monroe	Director, News, Washington
William Corrigan	Manager, News, Washington
Frank Jordan	Manager, News, Chicago
John Thompson	Manager, News, Los Angeles
Doris Ann	Manager, Religious Programs
James A. Jurist	Director, Business Affairs
Leslie Vaughan	Manager, Administration
Dorothy Culbertson	Manager, Educational Programming and Special Projects

(more)



Stanley Rotkewicz	Manager, Budgets and Pricing
Lefferts McClelland	Manager, News Film
David Klein	Manager, Film Procurement
Arthur Hepner	Coordinator, NBC News Information Services

NBC NEWS CORRESPONDENTS

NEW YORK

Chet Huntley	Bill Ryan
Edwin Newman	Joseph Michaels
Frank McGee	Pauline Frederick
John Chancellor	Leon Pearson
Merrill Mueller	Morgan Beatty

WASHINGTON

David Brinkley	Herb Kaplow
Sander Vanocur	Arthur Barriault
Martin Agronsky	Peter Hackes
Ray Scherer	Richard Harkness
Robert McCormick	Elie Abel
Robert Abernethy	Russ Ward

FOREIGN NEWS BUREAUS

London

Joseph C. Harsch	Senior European Correspondent
Robin MacNeil	Correspondent
John Peters	Cameraman
Florence Peart	Office Supervisor
Guy Blanchard	Cameraman
Digby Jones	Soundman

Berlin

Piers Anderton	Correspondent
Gary Stindt	Chief, NBC News Film, Central Europe
Harry Thoess	Cameraman

(more)





### 3 - Who's Who in NBC News

#### Berlin (Cont'd)

Peter Dehmel                      Cameraman-soundman

Joseph Oexle                      Cameraman

#### Paris

John Rich                      Correspondent

Claude Favier                      Cameraman

Paul Archinard                      Manager, Paris Office

#### Rome

Irving R. Levine                      Correspondent

#### New Delhi

Welles Hangen                      Correspondent

Hans Klingeberger                      Cameraman

#### Moscow

Frank Bourgholtzer                      Correspondent

#### Tokyo

Cecil Brown                      Correspondent

Yung Su Kwon                      Cameraman

#### Hong Kong

James Robinson                      Correspondent

#### Leopoldville

Bernard Frizell                      Correspondent

Louis Hepp                      Cameraman

#### Buenos Aires

Kenneth Bernstein                      Correspondent

#### Rio de Janeiro

Wilson Hall                      Correspondent

#### Ottawa

Leif Eid                      Correspondent

(more)



# Johannesburg

George Clay                      Correspondent

Jamaica

John Hlavacek Correspondent

Cairo

Arnaldo Lacagnina                      Correspondent

Roving Correspondent (Europe, presently based in Vienna)

Russell Jones

NATIONAL NEWS BUREAUS

Washington

William Monroe                      Director, News, Washington

William Corrigan                      Manager, News, Washington

Bert Ivry                      Assistant News Desk Supervisor

Jack Perkins                      Writer

Bob Goralski                      News Desk Supervisor

Leroy Anderson                      Cameraman

Fred Montague                      Cameraman

Bradford Kress                      Cameraman

David Wegman                      Cameraman

Chicago

Frank Jordan                      Manager, News, Central Division

Robert Blair                      Cameraman

Earl Grotchett                      Cameraman

Bruce Powell                      Cameraman

Charles Baker                      Writer

John Erp                                          Writer

Walt Grisham                      Writer

James Harden                      Writer

Luke Hester                      Writer

Earl Lissit                      Writer

(more)





5 - Who's Who in NBC News

Chicago (Cont'd)

Robert Mulholland	Writer
Ralph Myers	Writer
Sam Saran	Writer
Bill Warrick	Writer

Los Angeles

John H. Thompson	Manager, News, Pacific Division
Ed Conklin	Editor, NBC News, West Coast
Don Roberts	Manager, News Operations, Pacific Division
Roy Neal	Correspondent
Elmer Peterson	Correspondent
Ed Arnow	Correspondent
Fred Rheinstein	Producer-director
James Dooley	Writer
Robert Goggin	Writer
Murray Fromson	Writer
Edwin Haaker	Writer
Dexter Alley	Cameraman
Legere Barnes	Cameraman
Richard Smith	Cameraman

Miami

Richard Valeriani	Correspondent
Cal Marlin	Cameraman

Dallas

Maurice Levy	Cameraman
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PRODUCERS

Reuven Frank	Jack Kuney
Gerald Green	George Vicas
Chet Hagan	Al Wasserman

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PRODUCERS (CONT'D)

Lou Hazam (Washington)	Julian Clamen
Robert Northshield	Fred Freed
Robert Bendick	William Wilson
Ted Yates (Washington)	George Lefferts
Arthur Barron	Blair Chotzinoff
Leonard Leddington	Jack Sughrue

DIRECTORS

George Murray	Martin Hoade
Robert Priaulx	Jack Dillon
Frank Pacelli	Fred Rheinstein (Los Angeles)
Charles Sieg	Charles Jones (Washington)
James Kitchell	Ralph Howard Peterson (Washington)
Walter Kravetz	Robert Doyle (Washington)
Thomas Priestly	Bill Healion

NEW YORK WRITERS

George Allen	Steve Flanders	John Dunn
James Aldrich	Lamar Falkner	Paul Cunningham
James Quigley	Larry Ganger	Ric Ballard
James Boozer	Robert Farson	Alan Mohan
William Boyle	Edward Gough	Joseph Mehan
Dick Bruner	Richard Graf	William Percival
David Burk	Ray Hasson	William Petit
Albert Burchard	pat Herman	Leonard Probst
Kenneth Brodney	James Holton	Alan Smith
William Corley	William Hoth	Irwin Safchik
Charles Coates	Dick Kutzleb	Barbara Walters
Dennis Dalton	Henrik Krogius	Robert Toombs
James Courtney	William Hill	Helen Marmor
Kenneth Donoghue	David Lent	Sumner Weener

(more)





NEW YORK WRITERS (CONT'D)

Eugene Farinet	Jerry Jacobs	Raymond Weiss
Mort Hochstein	Eliot Frankel	William Fitzgerald
Jack Perkins	Pat Trese	Daniel Grable
Johnny Apple	Irwin Lewis	Russ Willis
David Teitelbaum	William Bales	Wally Pfister
John Starkey	James Harper	John Lord

NEW YORK CAMERAMEN, TECHNICIANS

Sy Avnet	Cameraman
Frank Follette	Cameraman
Santino Sozio	Cameraman
Irving Smith	Cameraman
Joseph Vadala	Cameraman
William Baer	Film Processing Coordinator

NBC NEWS PROGRAM STAFFS

"Huntley-Brinkley Report" and "Chet Huntley Reporting"

Chet Huntley	Correspondent, on-the-air editor
Reuven Frank	Producer
Eliot Frankel	Associate Producer
George Murray	Director
Jim Kitchell	Director
Charles Sieg	Director
Walter Kravetz	Director

"David Brinkley's Journal"

David Brinkley	Correspondent
Ted Yates	Producer
Stuart Schulberg	Co-producer
Robert Asman	Associate Producer
Robert Doyle	Director (more)



NBC NEWS PROGRAM STAFFS (CONT'D)

"Frank McGee's Here and Now"

Frank McGee	Correspondent
Chet Hagan	Producer
Dan O'Connor	Associate Producer
Bill Healion	Director

"Today"

John Chancellor	Host
Edwin Newman	Correspondent
Frank Blair	Panelist
Robbin Bain	Panelist
Robert Northshield	Producer
Craig Fisher	Associate Producer
Charles Hill	Director
Larry Owen	Director

"NBC News Day Report"

Ray Scherer	Correspondent
Ralph Howard Peterson	Producer-director

"NBC News Afternoon Report"

Sander Vanocur	Correspondent
Ralph Howard Peterson	Producer-director

"Bristol-Myers Saturday Night Report"

Sander Vanocur	Correspondent
Robert Priaulx	Producer-director
James Harper	News Editor

"1,2,3--Go!"

Jack Lescoulie	Host
Richard Thomas	Junior Host
Jack Kuney	Producer
Charles Hill	Director.

(more)





NBC NEWS PROGRAM STAFFS (CONT'D)

"Update"

Robert Abernethy	Correspondent
George Heinemann	Executive Producer
Leonard Leddington	Producer
James Lebenthal	Associate Producer
Don McDonough	Director

"Meet the Press"

Lawrence E. Spivak	Producer
Betty Cole	Associate Producer
Ned Brooks	Moderator
Frank Slingland	Director

"NBC White Paper"

Irving Gitlin	Executive Producer
Al Wasserman	Producer
Fred Freed	Producer
Dick Kellerman	Administrator, Creative Projects
Robert Rubin	Production Supervisor, Creative Projects
Robert Young	Producer-director
Art Zegart	Director

"Du Pont Show of the Week" (Gitlin-produced)

Irving Gitlin	Executive Producer
Julian Clamen	Producer-writer

"The Nation's Future"

Irving Gitlin	Executive Producer
Edwin Newman	Host
Arthur Barron	Producer
Lucy Jarvis	Associate Producer
Charles Hill	Director

(more)



NBC NEWS PROGRAM STAFFS (CONT'D)

"Purex Women's Specials"

Irving Gitlin	Executive Producer
Pauline Frederick	Reporter
George Lefferts	Producer-writer
Lela Swift	Associate Producer

"Threshold"

Robert Bendick	Producer-director
Edward Evans	Associate Producer

"Breakthrough"

Lou Hazam	Producer-writer
Dan Karasik	Associate Producer
Charles Christensen	Director

"Continental Classroom"

Edward Stanley	General Supervisor
Dorothy Culbertson	Producer
Marilyn Knapp Campbell	Co-producer
Marvin Einhorn	Associate Producer-director
Dr. Peter H. Odegard	Writer, lecturer

"Mr. Wizard"

Don Herbert	Producer
Frank Pacelli	Director

"NBC Religious Programs"

Doris Ann	Executive Producer
Martin Hoade	Producer-director
Frank Pacelli	Director
Mary James	Associate Producer

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NBC NEWS PROGRAM STAFFS (CONT'D)

"Gulf Instant Specials"

Frank McGee	Correspondent
Chet Hagan	Producer
Jerome Jacobs	Associate Producer-writer
Robert Priaulx	Director

NBC Westinghouse Specials

Chet Huntley	On-the-air Reporter
David Brinkley	On-the-air Reporter
Reuven Frank	Producer

Elgin Watch Specials

Chet Hagan	Producer
Gerald Green	Producer
Fred Rheinstein	Director
Joseph Zigman	Director

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NBC-New York, 12/18/61



2-X-NBC TELEVISION NETWORK NEWS

December 19, 1961

"JFK REPORT," REVIEWING PRESIDENT KENNEDY'S  
FIRST YEAR IN OFFICE, SET BY NBC-TV JAN. 12

"JFK Report" -- a review of President Kennedy's first year in office and an examination of the problems he must face in the coming year -- will be presented by NBC News on Friday, Jan. 12 (NBC-TV Network, 9:30-10:30 p.m. EST).

The program will be the 11th in the series presented by NBC News and it will be sponsored by Lincoln-Mercury Division of the Ford Motor Company. The order was placed through Kenyon & Eckhardt, Inc.

NBC News correspondent Edwin Newman will be anchorman. Other NBC News correspondents who will participate are White House correspondent Ray Scherer and Sander Vanocur and State Department Correspondent Elie Abel. The producer is Gerald Green.





# NBC TELEVISION NETWORK NEWS

December 19, 1961

NBC SPECIAL PROJECTS WILL PRESENT 'LEE, THE VIRGINIAN,'  
CIVIL WAR CENTENNIAL TV PORTRAIT OF CONFEDERATE GENERAL

A Civil War Centennial TV portrait of General Robert E. Lee will be presented by NBC Special Projects next month.

Donald B. Hyatt, Director of Special Projects who will be executive producer, announced today that the narrator will be Thomas Mitchell and the playdate Monday, Jan. 15 (8-8:30 p.m. EST).

John McGiffert will produce and write the program, titled "Lee, the Virginian," and Lynwood King will direct. Robert Emmett Dolan will compose and conduct an original orchestral score.

The program will be a companion piece to "U. S. Grant, An Improbable Hero," a show made by the same unit and broadcast last month with Mitchell narrating. The Union Central Life Insurance Company will sponsor the Lee program, as it did the Grant broadcast.

"We will show the great importance of Lee's Virginian heritage to his character and his career," McGiffert said, "and will also suggest that his concept of the God-fearing Virginia gentleman, which was his concept of duty, was the key to his consistency in fighting for a lost cause."

Special Projects sound-film cameras have been shooting on location in Virginia -- at Arlington, Richmond, Fredericksburg, Chancellorsville, and Lexington -- and Harpers Ferry, in what is now West Virginia. Most of the new footage shows countryside, buildings and battlefields associated with Lee and which look today much as they did in his time.

(more)



The stills-in-action technique introduced to TV by "Project 20" will animate historic photographs from many sources, including the Confederate Museum, Valentine Museum, and Virginia Historical Society, all in Richmond; Washington and Lee University and Virginia Military Institute, both in Lexington; and the Library of Congress and the National Archives, in Washington, D. C.

Key episodes will depict Winfield Scott's offer of a Union generalship to Lee with the expectation that he would accept because of his anti-secession and anti-slavery feelings; Lee's refusal, from loyalty to Virginia; his acceptance of high Virginia military position, and the period before the legend of his heroism begins.

It also will treat the last high points of the South's resistance, at Fredericksburg and Chancellorsville, and Lee's relations with his lieutenants, especially Stonewall Jackson; the end of war; and Lee's five years as president of Washington College (now Washington and Lee University), "stressing," in McGiffert's words, "Lee's peace-loving attitude and confirming his stature as something more than a Virginian."

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NBC-New York, 12/19/61



# NBC TELEVISION NETWORK NEWS

December 19, 1961

15-MINUTE 'SCOUTING REPORT' BROADCASTS WILL PRECEDE  
NBC-TV COVERAGE OF 3 POST-SEASON FOOTBALL CONTESTS  
- - -  
General Mills Will Sponsor the Pre-Game Shows

Fifteen-minute "Scouting Report" programs will precede NBC-TV Network's coverage of three post-season football contests -- the National Football League Championship Game Sunday, Dec. 31, the Rose Bowl Game Monday, Jan. 1, and the Pro Bowl Game Sunday, Jan. 14.

The three pre-game shows will be sponsored by General Mills Inc., through Knox Reeves Advertising Inc.

"NFL Pro Championship Scouting Report" on Dec. 31 (1:30 p.m. EST) and "Pro Bowl Scouting Report" on Jan. 14 (3:30 p.m. EST) will be narrated by NBC sportscaster Lindsey Nelson. The "Rose Bowl Scouting Report" on Jan. 1 (approximately 4:30 p.m. EST, at conclusion of the Sugar Bowl Game) will have NBC announcer Bob Wilson as host.

All three shows will preview the game that follows, with action films of key players and plays. A highlight of the Pro Championship pre-game program will be the presentation of the seventh annual Jim Thorpe Trophy to the outstanding player in pro football, as voted by the other NFL players.

The "Scouting Report" shows will be packaged by Tel-Ra Productions. Dan Wise is producer and Conley Benfield is director.

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MAGAZINE TAKES A NEW "LOOK" AT "NATION'S FUTURE" DEBATE  
BETWEEN KENNEDY PRESS AIDE AND KHRUSHCHEV'S SON-IN-LAW

The debate between Pierre Salinger, President Kennedy's press secretary, and Alexei Adjubei, chief editor of Izvestia and Soviet Premier Khrushchev's son-in-law, which was presented on NBC-TV's "The Nation's Future" last June 24, receives prominent attention in the Jan. 2, 1962, issue of Look.

In the feature entitled "The New Frontier," Salinger and Adjubei (in a section headed "Pierre and the Russians") are pictured as they appeared in the NBC-TV debate. Lucy Jarvis, associate producer of "The Nation's Future," is shown boarding the Presidential yacht, the Patrick J., for a post-debate cruise on the Potomac with the Russian party.

Salinger and Harrison Salisbury, New York Times expert on Soviet affairs, teamed to debate Adjubei and Mikhail A. Kharlamov, chief of the Press Department for the Soviet Foreign Ministry, on the subject, "How Free Should the Press Be?"

Look says one result of the Russians' visit here for the debate was that in November, on a return trip to the United States Adjubei interviewed President Kennedy for readers of Izvestia.

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NBC-New York, 12/19/61



2-X-H

NBC TRADE NEWS

December 20, 1961

MEAD JOHNSON PURCHASES SPONSORSHIP IN 'KHRUSHCHEV AND BERLIN,'  
'NBC WHITE PAPER NO. 8,' SCHEDULED FOR TUESDAY, DEC. 26

Mead Johnson & Company has purchased sponsorship in "Khrushchev and Berlin," the forthcoming "NBC White Paper No. 8," it was announced today by John M. Otter, Director, Special Sales, NBC Television Network.

This detailed examination of how the Soviet Premier exploited the Berlin crisis will be presented on the NBC-TV Network, Tuesday, Dec. 26 (10-11 p.m. EST).

Executive producer Irving Gitlin said that "Khrushchev and Berlin" will be based on the broadest investigative effort done in this series since the award-winning premiere program, "The U-2 Affair."

"Our point is that Khrushchev, knowing exactly what he wanted, faced with the reactions that met his moves, steadily manipulated the Berlin situation to the Communists' advantage," said Mr. Gitlin.

It took six months to sift the evidence in the confusion surrounding the Berlin developments, Gitlin said. A staff of eight interviewed more than 200 foreign newsmen and officials of West Germany, England, France, Italy and other nations. Over 150,000 feet of news and documentary film from world-wide sources were screened.

Mead Johnson's order was placed through Kenyon & Eckhardt Inc.

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# NBC TELEVISION NETWORK NEWS

December 20, 1961

'THE WORLD OF JIMMY DOOLITTLE' WILL BE FULL-HOUR  
NBC SPECIAL PROJECTS TV PRESENTATION ON JAN. 18

General James H. Doolittle, one of the most famous American heroes of World War II and an outstanding contributor to the aeronautical sciences, will be the subject of a full-hour NBC Special Projects program, "The World of Jimmy Doolittle."

Donald B. Hyatt, Director of Special Projects and the program's executive producer, announced today that it will be broadcast on the NBC-TV Network Thursday, Jan. 18, from 8:30 to 9:30 p.m. EST.

This will be the third in the continuing "World of ---" series of programs produced and directed by Eugene S. Jones, following the earlier warmly-acclaimed Bob Hope and Dr. Billy Graham "worlds."

To get the Doolittle "world" on sound-film, Jones and his unit have traveled with him more than 30,000 miles: to Santa Monica., Calif., where he has his home; to Los Angeles, where he has his office; to Washington, D. C., where he serves as government consultant; to the Yukon Territory of Canada, where he hunts Dall sheep; to Philadelphia, where he addressed the Air Force association convention; to Vandenberg Air Force Base, near Santa Maria, Calif., at the launching of a Discoverer missile.

In addition, the program will use historic film footage of Doolittle's stunt-flying days and of the preparations for his spectacular "30 seconds over Tokyo" raid. Historic photographs documenting his life, from his early years in his native Alameda, Calif., will be animated through the still-pictures-in-action technique.

(more)



General Doolittle has won fame in aviation as engineer, scientist, administrator, as well as daring flyer. In the Twenties, he became internationally known as a record-setting aviator whose hazardous civilian and military flights were not those of just a stunt flyer but of a trained aeronautical scientist. (The Air Corps had sent him to Massachusetts Institute of Technology in 1923 for special engineering courses, and he received there a M.Sc. in 1924, a Sc.D. in 1925). Today, he heads the Space Technology Laboratories in California.

It was in May, 1942, that President Franklin D. Roosevelt dramatically announced that General Doolittle had led the U. S. squadron which had bombed Japan for the first time the previous month, and presented him with the Congressional Medal of Honor. Later, General Doolittle commanded thousands of planes in attacks on North Africa, Italy and Germany.

The script of "The World of Jimmy Doolittle" is by Joseph Liss, the original orchestral score by Robert Emmett Dolan. James L. Reina is associate producer. Alexander Scourby will be the narrator.

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NBC-New York, 12/20/61





# NBC TELEVISION NETWORK NEWS

December 20, 1961

Attention, Sports Editors

NBC-TV NETWORK WILL COVER ANOTHER POST-SEASON FOOTBALL EVENT--  
THE FIRST U.S. BOWL GAME IN WASHINGTON, D.C., SUNDAY, JAN. 7

Another post-season football attraction, the first U. S. Bowl Game, set for Sunday, Jan. 7, at the new District of Columbia Stadium in Washington, will be covered by the NBC-TV Network, it was announced by James Castiglia, president of the U. S. Bowl Inc., and Tom S. Gallery, NBC Sports Director.

Air time will be 2 p.m. EST, with the kickoff a few minutes later. The game is the ninth on NBC-TV's post-season football lineup.

Playing in the U. S. Bowl Game will be outstanding college stars who have been drafted by National Football League teams. Players chosen by Eastern Conference teams will oppose those drafted by Western Conference clubs.

Among the stars already announced as participating in the game are Dick Easterly of Syracuse, who won the most valuable player award in the Liberty Bowl Game Dec. 16, and Elvin Basham of Kansas, the outstanding lineman in the Bluebonnet Bowl Game the same day, both on the West team, and Greg Mather, Navy's record-breaking placekicker, and Fate Echols of Northwestern, on the East squad.

Both teams will number 24 players. During their stay in the nation's capital, the players will be entertained by the Senators of their home states.

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2-X-H

NBC TRADE NEWS

December 22, 1961

\$8,171,455 IN DAYTIME SALES--A RECORD FOR 2-WEEK PERIOD--

ANNOUNCED BY THE NBC TELEVISION NETWORK

A total of \$8,171,455 in Daytime sales was recorded by NBC-TV during the past two weeks, it was announced today by Don Durgin, Vice President, NBC Television Network Sales. This is a record amount of daytime billing for any two-week period.

Mr. Durgin said that the volume and variety of sponsors involved underscores the strength and flexibility of NBC-TV's daytime schedule as the No. 1 advertising medium to America's housewives.

The Colgate-Palmolive Company purchased weekly quarter-hour sponsorship on "Play Your Hunch," "The Price is Right," "The Jan Murray Show" and "Here's Hollywood." In addition, it purchased complete Monday-through-Friday sponsorship of the forthcoming "NBC News Report" featuring Floyd Kalber. The orders were placed through Lennen & Newell Inc. and Ted Bates & Company.

Lestoil Products Inc., in its initial use of network television, purchased sponsorship in "Say When," "The Jan Murray Show," "Young Doctor Malone," "Here's Hollywood" and "Our Five Daughters." The order was placed through the Sackel-Jackson Company, Boston.

Fels and Company also entered network television for the first time. The company, through Richard K. Manoff Company, purchased sponsorship in "Say When," "The Jan Murray Show," "Young Doctor Malone" and "Here's Hollywood."

The Andrew Jergens Company, through Cunningham & Walsh Inc., purchased schedules in "Loretta Young Theatre," "Concentration," "Young

(more)



## 2 - Daytime Sales

Doctor Malone," "The Price Is Right," "Make Room for Daddy" and "The Jan Murray Show." The company's daytime network TV sponsorship is exclusive with NBC.

Helena Rubinstein Inc. renewed its sponsorship of NBC-TV's Saturday news program for teen-agers, "Update." The order was placed through L. W. Frohlich & Company Inc.

The O'Cedar Division of American-Marietta Company, which sponsors NBC programs exclusively in the network TV medium, purchased schedules in "Say When," "Here's Hollywood" and "The Jan Murray Show." The order was placed through the Turner Advertising Company, Chicago.

Simoniz Company, through Dancer-Fitzgerald-Sample Inc. purchased sponsorship in "Say When," "Here's Hollywood," "The Jan Murray Show" and "Young Doctor Malone."

Whitehall Laboratories has expanded its schedule with sponsorship in "The Price Is Right," through Ted Bates & Co.

Procter & Gamble Company, through Benton & Bowles Inc., also increased its sponsorship in "Loretta Young Theatre" with purchase of sponsorship of an additional weekly quarter-hour.

Kenner Products Co., through Leonard M. Sive Associates, Cincinnati, has purchased sponsorship in "Fury."

Speidel Corporation, through McCann-Marschalk Inc. has purchased sponsorship in "The Price Is Right" and "Concentration."

The Upjohn Company, also through McCann-Marschalk, ordered schedules in "Say When," "The Jan Murray Show," "Concentration" and "Loretta Young Theatre."

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NBC-New York, 12/22/61





SPECIAL PROGRAM SHOWING PRESENTATION OF MUTUAL OF OMAHA'S  
CRISS AWARD TO J. EDGAR HOOVER SCHEDULED ON NBC-TV JAN. 7

A special program about Mutual of Omaha's presentation of its Criss Award to J. Edgar Hoover, director of the Federal Bureau of Investigation, has been scheduled on NBC-TV Sunday, Jan. 7 (5:30-6 p.m. EST).

The filmed program will be in the time spot of "Chet Huntley Reporting for Mutual of Omaha," which is moving to Fridays (10:30-11 p.m. EST), effective Jan. 12.

The Criss Award consists of a gold medal and \$10,000. It was presented to Mr. Hoover at a banquet in Washington Dec. 7. His entire acceptance speech will be seen on this special program.

Dr. Charles Mayo of the Mayo Clinic was chairman of the award judges and presented the award. V. J. Skutt, president of Mutual of Omaha, will also appear on the special program to explain the award, named for Dr. C. C. Criss, founder of Mutual of Omaha.

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NBC-New York, 12/22/61



## NBC TELEVISION NETWORK NEWS

December 22, 1961

'THE WORLD OF SOPHIA LOREN' WILL BE A FULL-HOUR

NBC SPECIAL PROJECTS TV FEATURE ON FEB. 27

NBC Special Projects is dispatching a sound-film crew to Europe this week to make "The World of Sophia Loren."

Donald B. Hyatt, Director of Special Projects and executive producer of "The World of ---" series, announced today that the hour-long portrait of the actress will be broadcast on NBC-TV Tuesday, Feb. 27, from 7:30 to 8:30 p.m. EST.

This will be the fourth of five "worlds" in the new series this season. The earlier personalities were Bob Hope and Dr. Billy Graham, with General James H. Doolittle scheduled for Thursday, Jan. 18 (8:30-9:30 p.m. EST). The fifth personality has not yet been chosen.

Eugene S. Jones, producer and director of "The World of ---," will start shooting Friday (Dec. 22) in Paris, where Miss Loren is making a motion picture. Jones and his crew will spend a month with the actress, following her to her home in her native Rome, then to the Naples suburb where she grew up, then accompany her on a flying tour of various Italian cities she will make on behalf of the Italian Red Cross.

(more)

NOTE TO EDITORS: The NBC Daily News Report will not be issued Monday, Dec. 25 (Christmas Day).



2 - 'The World of Sophia Loren'

At 27, Miss Loren is one of the most popular and highly paid actresses in the world. She has been described variously as sultry, volatile, spritely, sparkling, captivating, "part goddess, part imp." Her most recent motion pictures are "Two Women" and "El Cid."

Joseph Liss will write "The World of Sophia Loren," and Robert Emmett Dolan will compose an original orchestral score. James L. Reina will be associate producer.

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NBC-New York, 12/22/61





2-X-H



NBC COLOR TELEVISION NEWS

December 26, 1961

VAN HEFLIN TO NARRATE AND APPEAR IN NBC NEWS COLOR BROADCAST HOUR  
ABOUT U.S. HIGHWAY #1; SPONSOR IS SAVINGS AND LOAN FOUNDATION

Van Heflin will narrate and appear in "U. S. #1: American Profile," a full-hour NBC News color broadcast about historic U. S. Highway #1 on Thursday, March 29 (NBC-TV, 7:30-8:30 p.m. EST).

The program is being filmed along Highway #1, which stretches 2,383 miles from Fort Kent, Me., to Key West, Fla. Heflin will be seen in Fort Kent, Washington (D. C.) and Key West segments.

In announcing his first appearance on a TV documentary, Heflin praised the program as "exceptionally well written. I think this program comes at a time when we should all be a little sentimental about our country and its past."

"U. S. #1: American Profile," previously announced as "Sentimental Journey," was written by the show's producer, Lou Hazam. The sponsor is the Savings and Loan Foundation through its advertising agency, McCann-Erickson Inc.

The program will examine the past and the people who live along Highway #1. There will be scenes of lobstermen in Maine, a Fall Sunday in New Hampshire, Boston's Old North Church, modern submarines in Connecticut and fox hunting in North Carolina.

Filming is under the supervision of the show's two directors -- Ray Garner and Thomas Priestley.

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December 26, 1961

NBC NEWS EDITORS CHOOSE 10 TOP NEWS STORIES OF 1961

- - -

Berlin Crisis Is Rated Year's Most Important Story

The 10 top news stories of 1961, as selected in a poll of NBC News editors, were announced today by William R. McAndrew, Executive Vice President, NBC News.

The most important story of the year, according to the poll of 70 NBC News editors around the country, was the Berlin crisis, including the erection of the Berlin wall, the resulting increase in tensions between East and West and the step-up in U. S. military preparedness.

Film coverage of the 10 stories has been transmitted to stations subscribing to the NBC News Program Service, the new electronic syndication service which uses network lines to distribute news film to affiliated stations. The 10 film stories, plus coverage of Roger Maris achieving his record-breaking home run total, will be used by the stations for their own year-end programs reviewing the events of 1961.

The top stories, with the votes each received, were:

The Berlin crisis, 66.

The manned space flights of the U. S. and the Soviet Union, 63.

(more)





2 - 10 Top Stories

The Cuban invasion attempt and the prisoner exchange negotiations, 59.

The continuing Congo strife, 59.

The death of Dag Hammarskjold and its effect on the UN, 57.

The Freedom Riders, 51.

The trial of Adolf Eichmann, 50.

The Soviet Union's resumption of nuclear testing and world reaction to it, 46.

Revolution in the Dominican Republic, 26.

The continuing story of the Kennedy Administration, its style and techniques, 24.

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NBC-New York, 12/26/61



# NBC TELEVISION NETWORK NEWS

December 26, 1961

## BIG-NAME STARS SIGNED AS HOSTS OF EXTRA ADDED ATTRACTIONS ON 'SATURDAY NIGHT AT THE MOVIES' ON THE NBC-TV NETWORK

Producer-director Barry Shear has signed Zsa Zsa Gabor, Michael Rennie and Stan Kenton to be hosts for extra added attractions on NBC-TV's "Saturday Night at the Movies" (9 p.m. EST to conclusion).

Miss Gabor will narrate a new French government color film showing the sun and gaiety of the Riviera following presentation of the feature film, "On the Riviera" on Dec. 30.

Kenton, modern composer and conductor, will be host for a documentary on the life of John Philip Sousa following "The Stars and Stripes Forever" feature film for Feb. 24.

Rennie, with the help of space technology experts, will bring viewers up to date on plans for space expeditions after presentation of the feature film, "The Day the Earth Stood Still," March 3. Rennie starred in the feature film.

Personalities signed as hosts for other added attractions (dates to be announced) include John Wayne, Cesar Romero, Fifi D'Orsay, John Boles and Francis X. Bushman.

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CORRECTION, PLEASE FOR 'BEYOND THE THRESHOLD'

John H. Rubel is Assistant Secretary of Defense -- not deputy director of Defense Research and Engineering, as listed in the NBC Daily News Report of Dec. 21. Mr. Rubel will discuss the effects of space exploration on America's defense program when he appears on "Beyond the Threshold" Friday, Jan. 5, 1962 (NBC-TV Network, 8:30-9:30 p.m. EST).

NBC-New York, 12/26/61





2-X-H

NBC TRADE NEWS

December 27, 1961

NBC (CANADA) LTD. SELLS "AKIN TO WIN," DOMINION'S  
FIRST 5-A-WEEK DAYTIME GAME SHOW, TO CTV NETWORK

- - -  
Sunday Night Scheduling of Show Also Announced

NBC (Canada) Ltd. has sold the first Monday-through-Friday daytime game show in the Dominion to the CTV Network, it was announced today by George Harper, Vice President, NBC (Canada) Ltd. Mr. Harper said "Akin to Win" will be scheduled daily, 4-4:30 p.m., beginning Jan. 15, 1962, in addition to Sunday nights, 7:30-8 p.m., beginning Jan. 14, 1962.

Lever Brothers Ltd. has purchased complete daytime sponsorship, as well as alternate-week nighttime sponsorship of the program. Lever's total time and program costs will be in excess of \$500,000. Miles Laboratories will sponsor "Akin to Win," on alternate Sunday nights.

"Akin to Win," a program in which families compete against each other by answering general information questions, has been seen locally in Montreal, 6-6:30 p.m., Mondays through Fridays, during the past three months and has been one of the most popular TV programs in that city.

"Akin to Win" was created by Roger Muir and Robert (Nick) Nicholson, executive producers of the program. New Merritt Enterprises, their production company, is affiliated with NBC (Canada) Ltd. in the creation and development of live television programs in Canada.

(more)



Alvin Ferleger, Manager of Sales for NBC International Enterprises, said that the sale is the largest negotiated in Canadian daytime television and is an endorsement of NBC (Canada) Ltd. program development and CTV as a selling medium. He said that NBC (Canada) Ltd., which also distributes filmed television programs, expects several of its new live programs to be sold during 1962.

"Akin to Win," was purchased for Lever through Mac Laren Advertising Company, Toronto. The Miles Labs order was placed through Baker Advertising Company, Toronto.

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NBC-New York, 12/27/61





'SAY WHEN' OBSERVES FIRST ANNIVERSARY JAN. 1

"Say When," Monday-through-Friday audience-participation show on the NBC-TV Network (10-10:30 a.m. EST), observes its first anniversary with its New Year's Day program Monday, Jan. 1.

Contestants on the holiday show will help host Art James cut up a birthday cake.

NBC-New York, 12/27/61



## NBC RADIO NETWORK NEWS

December 27, 1961

"NEW YEAR'S EVE ALL STAR PARADE OF BANDS" ON NBC RADIO  
WILL OFFER  $4\frac{1}{2}$  HOURS OF PROGRAM PICKUPS ACROSS U.S.A.

"New Year's Eve All Star Parade of Bands," a four-and-a-half hour program of band music welcoming the start of 1962 across the nation, will be broadcast on the NBC Radio Network starting Sunday, Dec. 31 at 11:05 p.m. EST, and concluding Monday, Jan. 1, 3:30 a.m. EST.

The program also will feature pickups from New York's Times Square where Ben Grauer and Bob Wilson will describe the revelry of the crowds greeting the new year. Among the musical groups will be those of Count Basie, Billy May, Gene Krupa, Red Nichols, Harry James and Lawrence Welk.

Following is a complete schedule of NBC Radio's "New Year's Eve All Star Parade of Bands" (all times EST):

11:05-11:30 p.m. -- Count Basie and Orchestra from Birdland, New York.

11:30-11:35 p.m. -- A preview of the Times Square celebration described by Ben Grauer from the Astor Hotel, New York.

11:35-11:55 p.m. -- Billy May Orchestra starring Frankie Lester from Sunnybrook Ballroom, Pottstown, Pa.

11:55 p.m.-12:02 a.m. -- A description of New Year celebrants in Times Square given by Ben Grauer and Bob Wilson from the Astor Hotel, New York.

12:02-12:15 a.m. -- Gene Krupa Quartet from the Metropole Cafe, New York.

(more)



2 - New Year's Eve

12:15-12:30 a.m. -- Charlie Shavers Quartet from The Embers,  
New York.

12:30-12:55 a.m. -- Buddy Morrow and orchestra from the  
Aragon Ballroom, Chicago, Ill.

12:55-1:30 a.m. -- Ralph Marterie and orchestra from Melody  
Mill, Riverside, Ill.

1:30-1:55 a.m. -- Jerry Grey and orchestra from the Shore  
Room of the Holiday, Reno, Nev.

1:55-2:10 a.m. -- Chico Hamilton and his group from Stein  
and Sirluin North, Phoenix, Ariz.

2:10-2:30 a.m. -- Red Nichols and his Five Pennies from the  
Zebra Room, Sheraton West Townhouse, Los Angeles, Calif.

2:30-2:55 a.m. -- Harry James and his orchestra from the  
Driftwood Lounge, Flamingo Hotel, Las Vegas, Nev.

2:55-3:25 a.m. -- Lawrence Welk and his orchestra from the  
Palladium, Hollywood, Calif.

3:25-3:30 a.m. -- NBC Radio News -- and signoff.

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NBC-New York, 12/27/61





Attention, Sports Editors

PRODUCTION CREDITS FOR 8 POST-SEASON GRID GAMES ON NBC-TV

Harry Coyle will direct five of the post-season football broadcasts still coming up on the NBC-TV Network, and Perry Smith will be the producer for four of the TV broadcasts. Smith and Coyle also were producer and director, respectively, for NBC-TV's coverage of the Liberty Bowl Game Dec. 16.

Production credits follow for the eight games to be covered by NBC-TV between Dec. 30 and Jan. 14:

Blue-Gray Game (Saturday, Dec. 30, 1:45 p.m. EST) -- Ted Nathanson producer and Jack Dillon director.

East-West Shrine Game (Saturday, Dec. 30, 4:45 p.m. EST) -- Perry Smith producer and Dick Weinberg director.

National Football League Championship Game (Sunday, Dec. 31, 1:45 p.m. EST) and Senior Bowl Game (Saturday, Jan. 6, 3 p.m. EST) -- Lou Kusserow producer and Harry Coyle director.

Sugar Bowl Game (Monday, Jan. 1, 1:45 p.m. EST) -- Lou Kusserow producer and Jack Dillon director.

Rose Bowl Game (Monday, Jan. 1, 4:45 p.m. EST), U. S. Bowl Game (Sunday, Jan. 7, 2 p.m. EST) and Pro Bowl Game (Sunday, Jan. 14, 3:45 p.m. EST) -- Perry Smith producer and Harry Coyle director.

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NBC-New York, 12/27/61



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NBC TRADE NEWS

December 28, 1961

CANADA'S CTV NETWORK TO CARRY NBC-TV NETWORK'S  
COLOR COVERAGE OF SUGAR BOWL GAME

The NBC-TV Network's color coverage of the Sugar Bowl football game on New Year's Day will be carried also by Canada's independent CTV Network. It will be the first U. S. bowl game televised by CTV, according to George Harper, Vice President, NBC (Canada) Ltd. The sale for CTV was negotiated through NBC (Canada) Ltd.

The Sugar Bowl game at New Orleans pits national champion Alabama against Arkansas, Southwest Conference co-champion. The broadcast will start at 1:45 p.m. EST.

Mr. Harper said that Bristol-Myers Company of Canada, Ltd. will sponsor the CTV coverage of the game in Montreal, Toronto, Ottawa and Cornwall, the interconnected cities of the CTV. The order for CTV was placed through Vickers and Benson, Toronto.

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## NBC RADIO NETWORK NEWS

December 28, 1961

FRENCH ENVOY TO U.S. AND CULTURAL AIDE WILL PARTICIPATE  
IN DISCUSSIONS OF "DE TOCQUEVILLE'S AMERICA"  
- - -  
2 Programs Are Prelude to "Democracy in America" Series

Herve Alphand, French ambassador to the United States, and Edouard Morot-Sir, cultural counselor of the French Embassy, will be among the panelists in two special discussion programs, "De Tocqueville's America," to be broadcast by the NBC Radio Network (time for WNBC to be announced) Wednesday, Jan. 10 and Tuesday, Jan. 16 (both from 8:30 to 9 p.m. EST). Alphand will take part in the first, Morot-Sir in the second, and additional panelists will be announced soon.

Dorothy Gordon will be moderator of the two programs, which will serve as prelude to "Democracy in America," a weekly series of 14 half-hour dramatizations of American democratic life based on Alexis de Tocqueville's early 19th Century classic. The series will have its world premiere on the NBC Radio Network starting Wednesday, Jan. 17 (8:30-9 p.m. EST).

The two introductory programs will be devoted to comparison between de Tocqueville's America of the 1830s and today, consideration of how good he was as a prophet, and general discussion of the "Democracy in America" radio series. Excerpts from the dramatic series will be included in the two introductory sessions.

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KEN MURRAY--IN NAME OF STARS INCLUDED IN HIS HOME-MOVIE 'DU PONT' HOUR-2-X-H  
DONATES \$10,000 TO THE MOTION PICTURE RELIEF FUND

The Motion Picture Relief Fund is \$10,000 richer after receiving a donation from comedian Ken Murray in the name of some 75 Hollywood stars of past and present who appear in his coming NBC-TV show.

Titled "Hollywood--My Home Town," the show consists of home movies taken by Murray, during the past 35 years, of the Hollywood stars with whom he worked and played. The program unfolds as the "Du Pont Show of the Week" on NBC-TV Sunday, Jan. 7 (10-11 p.m. EST).

Murray presented his check for \$10,000 to George Bagnall, president of the Motion Picture Relief Fund, at a preview of the show last week at Romanoff's Restaurant in Beverly Hills. Murray said the check fulfilled his earlier pledge to donate 10 per cent of proceeds from sale of the film as a tribute to the many movieland stars who made it possible.

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CORRECTION, PLEASE, FOR 'THE LONELY WOMAN'

'PUREX' DOCUMENTARY IS BY GEORGE LEFFERTS AND ELISABETH DUTTON

Author credit for the dramatic documentary, "The Lonely Woman," the Thursday, Jan. 4 "Purex Special for Women" (NBC-TV, 3-4 p.m. EST) should read "by George Lefferts and Elisabeth Dutton," rather than "by Elizabeth Blake," as previously announced.

Miss Dutton is the author of various television scripts, including several seen on "House on High Street," "Moment of Fear" and "Omnibus." Lefferts is producer of the Purex series.

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NBC-New York, 12/29/61





# NBC TELEVISION NETWORK NEWS

December 29, 1961

CREDITS FOR KEN MURRAY'S "HOLLYWOOD--MY HOME TOWN" ON THE "DU PONT SHOW OF THE WEEK"
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Program:	Ken Murray's "Hollywood--My Home Town" on "Du Pont Show of the Week"
Time:	NBC-TV Network Sunday, Jan. 7 (10 to 11 p.m. EST).
Format:	Ken Murray's home movies of Hollywood stars from 1927 to the present.
Narrator:	Ken Murray
Music by	Georgie Stoll
Film Sequences by	Ken Murray
Producer and Director:	William Martin
Writer:	Royal Foster
Music Editor:	Reg Browne
Opticals by	Westheimer Company
Sound by	Glen Glenn
Orchestrations by	Calvin Jackson, Leo Arnaud, Fred Katz, Gerald Wilson
Theme by	Georgie Stoll and Royal Foster
Vocals by	Randy Van Horn Singers
Music Research by	Bernard Brody
Sponsor:	The Du Pont Company
Agency:	Batten, Barton, Durstine & Osborn
NBC Press Representatives:	Norm Frisch (Burbank); Charlie Gregg, (New York)

(more)





CELEBRITIES APPEARING IN KEN MURRAY'S "HOLLYWOOD--MY HOME TOWN"

BEN ALEXANDER	DOUG FAIRBANKS SR.	JAYNE MANSFIELD
RICHARD ARLEN	CHARLES FARRELL	THOMAS MITCHELL
MARY ASTOR	W. C. FIELDS	TOM MIX
LEW AYRES	EDDIE FISHER	HARRIET NELSON
JOHN BARRYMORE	ERROL FLYNN	JACK OAKIE
RALPH BELLAMY	GLENN FORD	MARY PICKFORD
EDGAR BERGEN	CLARK GABLE	DICK POWELL
CHARLES BICKFORD	JANET GAYNOR	TYRONE POWER
WARD BOND	JAMES GLEASON	BUDDY ROGERS
PAT BOONE	CARY GRANT	WILL ROGERS
DAVID BUTLER	SID GRAUMAN	MICKEY ROONEY
EDDIE CANTOR	JON HALL	CHARLES RUGGLES
FRANK CAPRA	MICKEY HARGITAY	JANE RUSSELL
JACK CARSON	JEAN HARLOW	RANDOLPH SCOTT
CHARLES CHAPLIN	SUSAN HAYWARD	FRANK SINATRA
MAURICE CHEVALIER	VAN HEFLIN	ROBERT STACK
LEW CODY	BOB HOPE	JIMMY STEWART
RUSS COLOMBO	LESLIE HOWARD	ELIZABETH TAYLOR
GARY COOPER	ALLEN JOSLYN	THREE STOOGES
LOU COSTELLO	BORIS KARLOFF	SPENCER TRACY
BING CROSBY	BURT LANCASTER	SONNY TUFTS
BOB CUMMINGS	JACK LEMMON	RUDOLPH VALENTINO
BETTE DAVIS	CHARLES LINDBERGH	RUDY VALLEE
MARIE DRESSLER	CAROLE LOMBARD	
JIMMY DURANTE	MYRNA LOY	

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NBC-New York, 12/29/61





